

BRAND & PRODUCT INSIGHTS

Sorensen Associates | the in-store research company®

Early Assessment of Product Launches & Restages

Client: Major Food Brand

Retailer: Supermarket chains throughout the U.S.

Issues



After a major brand of refrigerated snacks introduced a new product to its existing line, sales performance for this new sub-line was significantly lower than expected. Sorensen Associates was asked to quickly help diagnose the cause of the poor sales. With few clues about what is causing the sales shortfall, multiple research methods were needed to identify the problem.

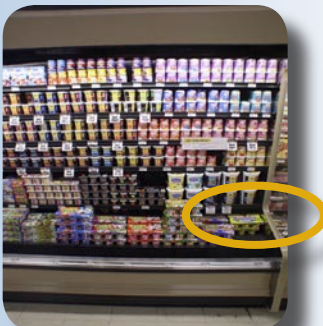
- Is shopper awareness an issue ?
- Are there product trial barriers?
- Are there product performance or usage issues preventing repeat purchases?
- Are there distribution issues?

Method

Research was fielded and reported four weeks after study initiation.

- Awareness and Trial Issues: 150 quantitative shopper interviews were conducted across five markets comparing the new product to other items in the line.
- Repeat Issues: After the completion of in-store interviews, 100 after-use respondents were recruited for interviews to understand product performance or usage concerns.
- Distribution Issues: A small scale store audit (30 stores) was conducted and photos were taken to assess shelving conditions.

Insights



- Results indicate that low trial is driven by limited awareness, rather than a rejection of the concept. Awareness was low because of poor shelf placement. In the already busy category, the new product was frequently placed on the top or bottom shelves.
- After-use product ratings suggest strong product performance, but pre vs. post use perceptions indicate a significant gap between expectations and delivery of health and wellness perceptions.

Results

In addition to improvement of awareness through advertising and promotion, the manufacturer implemented a strategy to improve shelf placement and overall shelf impact. Package changes were made to improve communication of health and wellness perceptions and shelf impact.