



How do you design a new product to succeed in today's marketplace?

Implicit/Explicit Test™

Behavioral Insights

Innovation Center

The Study

InsightsNow partnered with Tofurky, a food company that produces kosher and vegan food items with organic soybeans and organic tofu, to determine packaging and shelf set location for new plant-based alternative meat deli slices. The study utilized InsightsNow's new Innovation Center to access a Concept Scoring Solution for the study, as Tofurky needed to fast-track the research to get the answers they needed quickly.

The Process

The study included a balanced set of U.S. adults who are primary grocery shoppers. The participants were buyers of deli meat, cured meat, or plant-based meat alternatives in past six months, and consumers of meat-based (86%) and plant-based meat alternatives (47%) deli slices in past three months.

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The Innovation Center's Concept Scoring Solution that helped Tofurky power through their new product packaging placement consists of four stages.

- 1. Pre-Category Max Diff Test:** This step provided a baseline of understanding for the study by presenting four packaging concepts for Tofurky (and by presenting twelve competing meat and plant-based deli slice brands).



Boxed Package (Control)



Vertical Bag

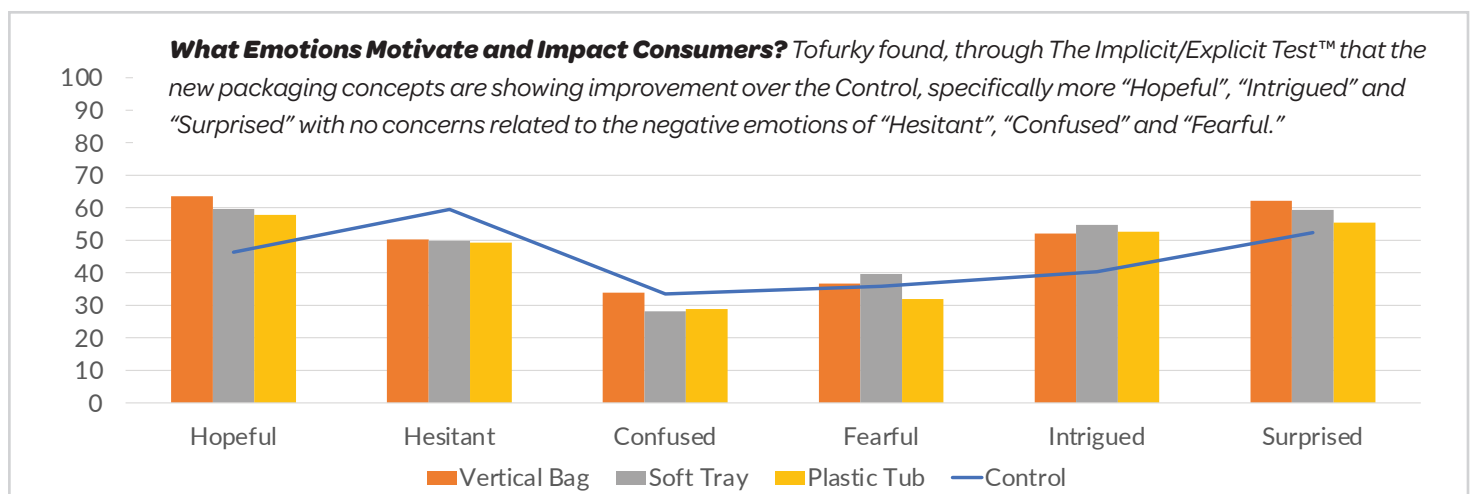


Soft Tray





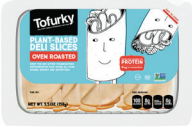

Plastic Tub with Inner Bag

- 2. Standard Metrics:** Here we collected traditional hedonics such as liking and ranking of the concepts. Liking was similar for all concepts with a slight preference for the vertical bag. Ranking showed the plastic tub was slightly preferred. This information was then taken forward to the next step, where we defined emotions and benefits for each concept.
- 3. The Implicit/Explicit Test™:** This behavioral test is what makes the difference in getting to a true answer from consumer, and being able to implement results that impact success in the marketplace. To uncover emotions and identify benefits, the Implicit/Explicit Test indicates how fast a response is to various packaging stimuli. The indication of an implicit (fast) or explicit (slow) response time gives vital subconscious information for the next step of the study—and shows what packaging may most greatly influence consumer behavior, track negative reactions, and monitor trends.



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- 4. Post-Category Max Diff Test:** Here we used max diff again to understand the packaging concept impact on the broader deli slice category. By comparing pre-category max diff results from step one to the results from this step, we were able to see the size of the opportunity for the new Tofurky concept. By incorporating Category Lift into the research, Tofurky gained additional insight into not how concepts compare to each other (traditional), but which ones could earn their place in retailers against competitors in the category (behavioral).

Current Product	Concept		Plant-Based Products Lift	Deli Products Lift	
		Vertical Bag	+26%	+9%	Vertical Bag shows strong lift to capture plant-based consumers
		Soft Tray	+36%	+40%	The Soft Tray shows greatest opportunity for retail shelf placement in either the plant-based alternative meat and deli/sandwich sections.
		Plastic Tub	+7%	+58%	Plastic Tub shows largest lift opportunity for deli/sandwich but may alienate plant-based consumers.

The Learnings

We found that the standard metrics, used by many studies in the industry, showed little differentiation between the packaging concepts shown above. But layering in behavioral insights using The Implicit/Explicit Test™ allowed Tofurky to answer the question: “What emotions motivate and impact consumers?” As shown on the chart on the previous page, implicit

emotions show hope, intrigue, and surprise for the package concepts over the boxed control. And through the final step, incorporating what we learned in the Implicit/Explicit Test, all concepts have potential to deliver lift—but Soft Tray shows greatest lift across both plant-based meat alternatives and deli/sandwich retail areas.

“The team at InsightsNow quickly queried our audiences to gauge empirical and emotional enthusiasm for new product concepts. The blended results gave us confidence in a comprehensive prediction for consumer acceptance and helped justify investment in new manufacturing equipment and development processes.”

—Erin Ranson, Tofurky, SVP Growth and Innovation

By using InsightsNow’s Innovation Center to raise the bar on their insights, Tofurky was able to move beyond scales and rankings to enlighten their packaging decisions with deeper insights about what is implicitly (nudging) or explicitly (disrupting) affecting consumer behavior, resulting in greater marketplace success.

Interested in layering behavioral insights onto your next product to get the right answers for innovation? Reach out to us: