



Using InsightsNow's Playoff Tournament™ to land on the winning option

Product Testing

Behavioral Insights

Consumer Opinion

The Need

InsightsNow worked with a prominent salsa manufacturer using the Playoff Tournament™ approach to help the company decide which flavors would be most successful with their consumer groups as they honed current offerings and new flavor varieties. The project helped select the most promising salsa flavor varieties based on consumer opinion, projected purchase, and incremental volume to current market varieties.

Key Insight

Behaviorally, a more “general” style approach to naming salsas generates more interest and potential for frequent use than a more specific style of naming flavors, where the salsas are more likely to be used in special cases rather than for everyday and recipe situations.

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The Process

For the study, 400 salsa users were recruited to participate in an online survey from a national sample. The questionnaire placed 35 salsa varieties into a Playoff Tournament where participants chose the flavor they would most and least likely purchase in each set—in addition to ratings for purchase interest, volume and fit within current portfolio. In the second round, each participant's seven winners were ranked according to purchase likelihood, and rated for likely usage scenarios to deepen insights regarding situational usage contexts for salsa.

Salsa Flavor Playoff Tournament Sort

All Participants (n=400)

Item Name	Mean Rank	Win Percent	PI (%T2B)	Purchase Volume (Jars/Yr)	Tournament Category	Tournament Sort Index
Restaurant Style Salsa	2.6	54%	86%	1.7	Top-Tier	240
Thick & Chunky Medium Salsa	3.1	53%	82%	1.6	Top-Tier	213
Eva's Spicy Tomato Roja Salsa	4.3	24%	57%	0.8	Top-Tier	111
Avocado Lime Salsa	3.7	24%	45%	0.8	Top-Tier	109
Garlic Lime Sweet Salsa	4.3	22%	54%	0.7	Top-Tier	106
Mike's Roasted Salsa	4.4	22%	57%	0.6	Top-Tier	106
Chunky Pepper Blend Salsa	4.5	25%	54%	0.7	Mid-Tier	105
Twelve Pepper Salsa	4.0	19%	48%	0.6	Mid-Tier	102
Chunky Spicy Salsa	4.0	18%	49%	0.6	Mid-Tier	101
Habanero Cilantro Salsa	3.7	15%	45%	0.5	Mid-Tier	98
Mayan Style Salsa	3.9	16%	45%	0.6	Mid-Tier	96
Garlic and Onion Salsa	4.3	17%	45%	0.6	Bottom-Tier	91
Chipotle Apple Salsa	4.6	15%	44%	0.6	Bottom-Tier	84
Corn and Pineapple Salsa	4.9	17%	47%	0.5	Bottom-Tier	83
Smoky Artichoke Salsa	4.2	15%	37%	0.5	Bottom-Tier	83
Peach Mango Salsa	4.0	12%	35%	0.4	Bottom-Tier	82
Apple Berry Salsa	4.5	11%	34%	0.4	Bottom-Tier	74

The Metrics

The Playoff Tournament Sort Index is a composite metric centered on 100. This unique numeric index is calculated for each flavor as a scaled composite of 1) Mean Rank, 2) Win/Loss %, 3) Top 2 Box PI and 4) Mean Purchase Volume.

All of the above measures are given equal weight in the calculation, thus providing an index reflective of choice (winners and ranking), purchase desire and volume anticipation.

Significance testing identifies the flavors which "index" significantly higher than average. These are the flavors with the greatest overall potential.

The Outcome

Overall, several new flavors were identified to move forward for further development:

- Restaurant-Style Smooth Salsa was the Tournament Playoff winner. It achieved the highest overall index, performing better than the general "Thick and Chunky" control flavor.
- Eva's Spicy Tomato Roja also scored above average and was especially high scoring with Hot Salsa Users.
- Avocado Verde, Garlic Lime Sweet and Mike's Roasted Salsa all performed significantly above average—earning them consideration for development.
- In addition to the above-average performers, TURF analysis also identified a few niche flavors which would provide greater incremental reach. Mayan Style and Smoky Artichoke, while low scoring, provided reach to a small group of salsa users who would not otherwise select one of the top scoring salsas.

Need to find a winner? Check out our Testing Center's Idea Screening Solution or reach out to learn how to apply Playoff Tournament to your innovation research!