



Tyson added emotions testing to a multi-component breakfast product for deeper consumer connection

Emotions Testing

Behavioral Insights

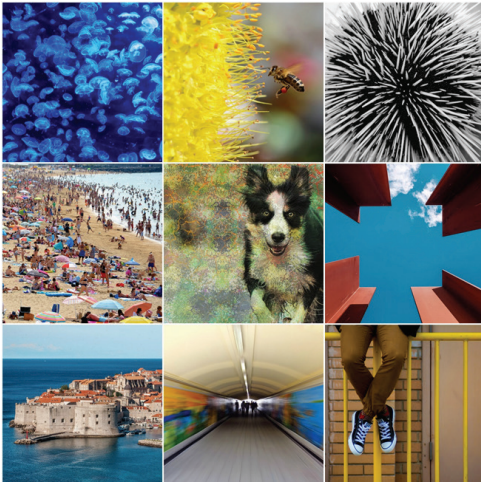
Product Innovation



The Need

When a new food product is being developed for a specific consumer group, it is vital to have a deep understanding of the consumer emotions surrounding the ingredients and sensory experiences. Tyson partnered with the InsightsNow team to dig deep into the product design and development of a new multi-component breakfast product the company was bringing to market. By moving beyond a standard product questionnaire and adding an emotions testing component, Tyson was gained deeper insights, more quickly, and delivered their new food product to market faster and with greater relevance to specific target segments.

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The Process

Tyson added InsightsNow's emotions testing component to a blind product taste test of their new multi-component breakfast product. This additional step was in the form of a visual metaphor exercise, incorporated after hedonics and JAR questions. This study had n=160 participants with 10 products tested over two days.

The Learnings

Using a visual metaphor approach to emotions in an unbranded CLT provided Tyson with greater differentiation between products than liking and attribute questions alone.

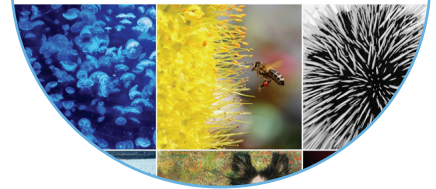
This approach provided a new understanding of the emotions elicited by different ingredients. For example, specific types of meat cue different emotions and this insight ensured the ideal meats were used for specific consumer targets. The study gave this same understanding for types of vegetables, spices, eggs, and carbohydrates. In addition to ingredients, specific sensory sensations were also uncovered—for instance, the texture of the meat had a dramatic impact on the emotions. Emotions testing also provided guidance into the visual variety of the products for Tyson.

The Outcome

The additional detail provided by adding emotions testing to this research project provided Tyson developers with "recipes for success." By truly understanding the consumer emotions about the ingredients—beyond "likes and dislikes"—the Tyson development team could creatively design a multi-component breakfast product which truly delivered the emotional impact promised by the brand.

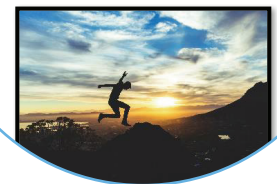
STEP 1:

The participant selected one image which best captured their overall thoughts and feelings about the product.



STEP 2:

Then they were asked why their chosen image captured their thoughts and feelings about this product.



STEP 3:

Then, they described the image in as much detail as possible, everything they saw.

"There is a sun right at the center, like and egg yolk, it pops right out at you. The person jumping into the sun is me jumping into the eggs to get my morning energy"

STEP 4:

Here the image was associated metaphorically with words describing feelings.

- | | |
|-------------------------------------|------------------------------------|
| <input type="checkbox"/> Bored | <input type="checkbox"/> Calm |
| <input type="checkbox"/> Excited | <input type="checkbox"/> Energetic |
| <input type="checkbox"/> Sad | <input type="checkbox"/> Tired |
| <input type="checkbox"/> Happy | <input type="checkbox"/> Rushed |
| <input type="checkbox"/> Frustrated | <input type="checkbox"/> Relaxed |
| <input type="checkbox"/> Exhausted | <input type="checkbox"/> Satisfied |

Find out how your next project can benefit from insights provided by adding emotions testing, contact us: