

Applying the Ingredient Clean Label Score for Clean Label Product Design



Author: Dr. Dave Lundahl, CEO & Founder, InsightsNow

Perception is reality when it comes to knowing how to design products to have a clean label.

Read further to understand how InsightsNow has applied behavioral science to create the Ingredient Clean Label Score™—a behavioral KPI to know what ingredients are perceived to contribute to a clean label; and, how a new Web Application is giving product developers a new tool to make ingredient decisions for clean label product designs.

Meeting the Clean Label Challenge

One of the biggest challenges product developers face is knowing how to design products to be perceived as a clean label. No longer are the U.S. regulations for ingredients being GRAS a consumer indicator of safety and healthiness. Social discourse among consumers about what ingredients to trust as safe and healthy has had a dramatic impact on what is and is not a clean label product. InsightsNow has addressed this challenge through the creation of a new Web Application that provides insights into what ingredients contribute to the perception of a clean label.

Tapping Into The Perceptions Of Clean Label Enthusiasts

For the past three years, we have been watching the emergence of a behavioral segment of shoppers as they reshape the marketplace here in the United States. We call these shoppers “Clean Label Enthusiasts” (CLE). They represent up to 30% of all primary shoppers in key U.S. markets. They almost always read the ingredient label and are proactive in avoiding products that they perceive to be not “clean label,” generally defined as not including artificial ingredients or chemical additives. These CLE shoppers are the basis for a new metric to help product developers and marketers know which ingredients to use to design and market products as clean label. If CLE shoppers perceive a product to be clean label, so will any shopper.



The Ingredient Clean Label Score As A Behavioral KPI

Behavioral Key Performance Indicators (KPI) are a new type of metric. They are key measurements about the performance of a consumer stimuli (e.g. ingredient statement) that are indicators of consumer behavior. We tapped into the perceptions of CLE shoppers using a behavioral technique called an Implicit / Explicit™ Test (see below). This test measures the implicit (fast, nonconscious) or explicit (slow, rational) avoidance reaction by CLE shoppers to ingredients as they might be listed on an ingredient statement.

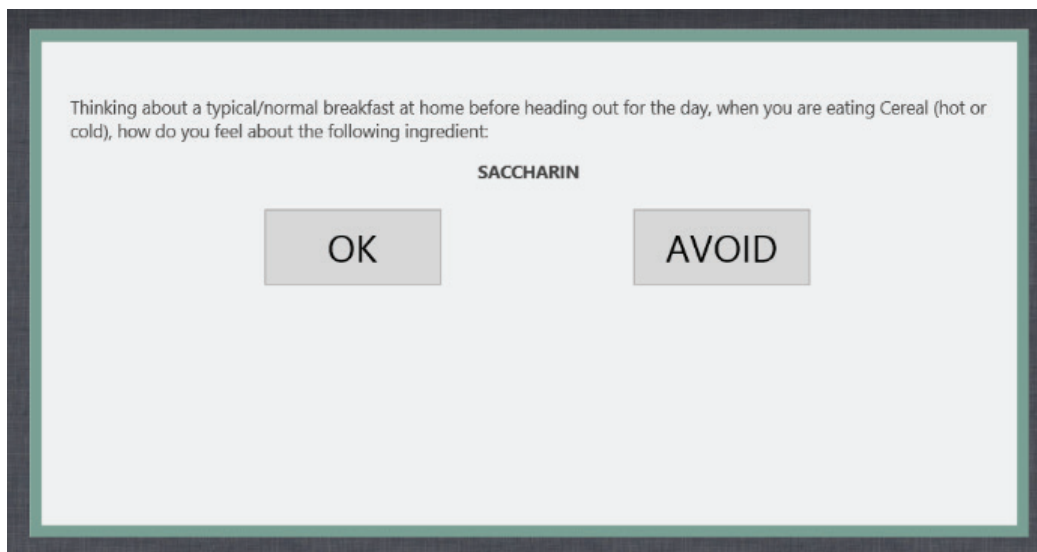


Figure One: Implicit/Explicit Test™ Respondents selected "YES" or "NO" as quickly as possible; choice and reaction time calculated a score for each ingredient and benefit combination.

We call this Behavioral KPI the Ingredient Clean Label Score™. Decision makers can use it to decide what ingredients to use or how best to list them on ingredient statements. An Ingredient Clean Label Score of "0" means all CLE shoppers will avoid (i.e. very unclean), 100 means everyone is OK (e.g. very clean), and the implicit (fast) reactions are weighted to a lower or higher score when the reaction is implicit avoid or OK, respectively. This behavioral KPI can also be used to statistically compare ingredients to determine which contributes more to the perception of a clean label.



Ingredient Clean Label Score Application

Reports of statistical comparisons among ingredients of interest can now be made through an online Web Application. For example, the following protein ingredients were compared through our Ingredient Clean Label Score Application for food and beverage developers to design plant-based burgers to be perceived by consumers to have a clean label. Pea protein scores 81, whereas Hydrogenated Pea Protein or Pea Protein Isolate score 63 or 62, respectively. Therefore, it is recommended to design a plant-based burger where "Pea Protein" can be listed in the ingredient statement, rather than these alternatives, to increase the perception the respective product has a clean label.

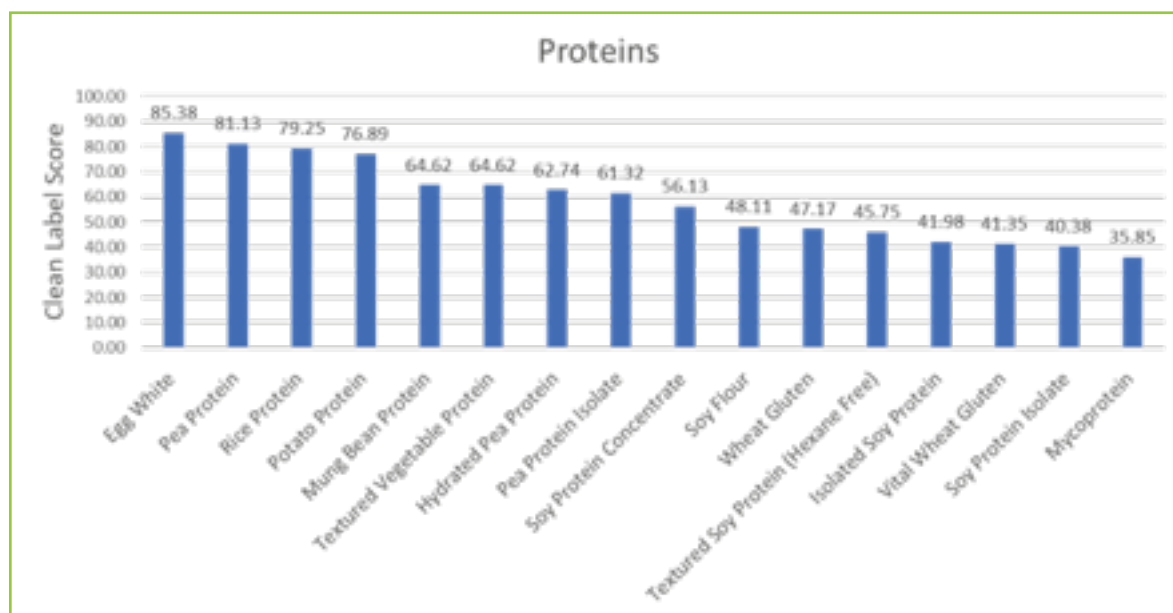
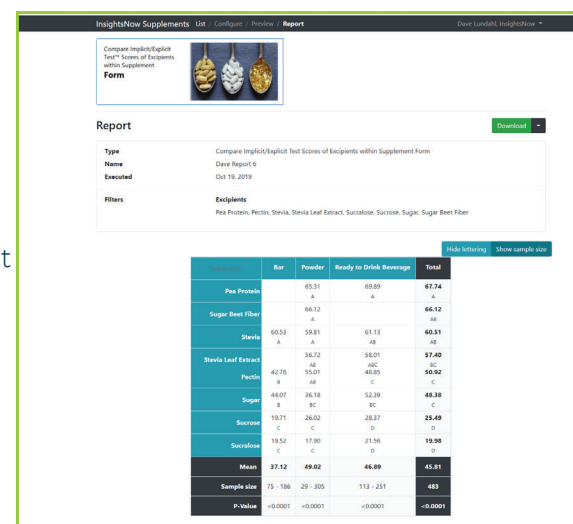


Figure Two: Clean Label Score ranking for alternative proteins.

These reports are generated through an intuitive, easy to use Web Application where the user defines what information to display in the report including defined group comparisons and filters (e.g. demographics). Underlying this report is a database of hundreds of thousands of implicit /explicit responses to ingredients within the context of different foods and beverages such as plant-based burgers (as shown above). Reports can be downloaded to Excel for further analyses or report customization. All responses come from an InsightsNow community of Clean Label Enthusiasts™ shoppers such that the metric remains consistent over time.



Gaining Access To Ingredient Clean Label Scores

Access to this Web Application is provided through an annual subscription service for individual users or teams of users through a group account. Subscribers also get access to InsightsNow's wealth of knowledge about consumer behavior by downloading published Behavioral Reports of interest to food, beverage and supplements product developers and marketers.

**Gain access to your own Clean Label Scores today:
Let's connect: info@insightsnow.com, 541.757.1404**

About Author Dr. David Lundahl, CEO & Founder, InsightsNow

Dr. Dave Lundahl is passionate about fostering innovation to create a cleaner, healthier, happier world. He is an entrepreneur—founding companies that follow this passion by providing consumer insights for faster and more successful innovation. Dave has held many industry leadership positions, written for various publications, and is sought for speaking engagements on topics that align with his passions. He served as a professor working in food product innovation at Oregon State University before starting InsightsNow in 2003. Dave holds a Master of Science degree in Statistics and a Doctorate in Food Science & Technology.

About InsightsNow

InsightsNow, an award-winning behavioral research firm, partners with companies across a wide array of industry verticals to accelerate marketing, branding and product development decisions for disruptive innovations achieving a cleaner, healthier, happier world. Insights are provided via custom solutions and assisted DIY tools based on proprietary behavioral frameworks to help find answers faster, improving your speed-to and success-in market.