



Amplifying Signals (Ideas / Insights / Trends / Solutions)

Case Study

Concept Evaluation & Refinement – The starting point

Concept Evaluation & Refinement – The starting point



The first energy bar designed for kids!

Your kids are active. Whether playing sports or playing after school, you want them to have the fuel they need to be at the top of their game. Now Quaker Chewy brings you the first great-tasting energy bar specifically formulated for kids. New Quaker Chewy *SPORT* Bars are made with the right combination of protein, complex carbs, and vitamins and minerals, to meet the needs of active kids. Plus, each delicious Chewy *SPORT* bar is made with a mix of tasty ingredients and a smooth creamy coating in combinations no kid can resist.

- 5 Grams of Protein
- Good source of 7 Vitamins and Minerals, including calcium and antioxidants

Available in 3 Flavors: Peanut Butter Chocolate Blast, Chocolate Fusion, Strawberry Banana Blitz

6 individually wrapped 1.2 oz bars per carton for \$2.99

All other Quaker Chewy products are still available

Pepsi

Chocolate Fusion

Nutrition Facts	
Serving Size 1 Serving (35 g)	
Servings Per Container 6	
Amount Per Serving	
Calories 140	Calories from Fat 30
% Daily Value	
Total Fat 3.5g	8%
Saturated Fat 2g	8%
Cholesterol 0mg	0%
Sodium 150mg	6%
Total Carbohydrate 23g	8%
Dietary Fiber 1g	5%
Sugars 11g	
Protein 6g	
Vitamin A	15%
Vitamin C	15%
Calcium	15%
Iron	6%
Vitamin E	15%
Niacin	15%
Vitamin B6	15%
Vitamin B12	15%

INGREDIENTS: ROLLED WHOLE GRAIN OATS, SOY PROTEIN ISOLATE, SUGAR, CORN SYRUP, RICE FLOUR, HIGH FRUCTOSE CORN SYRUP, SEMISWEET CHOCOLATE (SUGAR, CHOCOLATE LIQUOR, COCOA BUTTER, SOY LECTHIN, VANILLIN), CORN SYRUP SOLIDS, GYCERIN, PARTIALLY HYDROGENATED PALM KERNEL AND PALM OIL, ROLLED WHOLE WHEAT, COCOA (PROCESSED WITH ALKALI), BROWN SUGAR, PARTIALLY HYDROGENATED SOYBEAN AND COTTONSEED OILS WITH TBHQ AND CITRIC ACID (AS PRESERVATIVES), NONFAT MILK, RICE STARCH, SORBITOL, CALCIUM CARBONATE, DRIED COCONUT, WHOLE WHEAT FLOUR, MILK, SALT, MALT (Malted Barley and Corn Extract, Wheat Starch), HYDROLYZED SOY LECTHIN, COCOA, HONEY, NATURAL AND ARTIFICIAL FLAVORS, SOY LECTHIN, ASCORBIC ACID, VITAMIN E ACETATE, NIACINAMIDE*, VITAMIN A PALMITATE, BHT (A PRESERVATIVE), PYRIDOXINE HYDROCHLORIDE*, CYANOCOBALAMIN*.

*ONE OF THE B VITAMINS

CONTAINS SOY, WHEAT AND MILK INGREDIENTS.
MAY CONTAIN TRACES OF PEANUTS.

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P.O. Box 046003
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1-800-855-5781

Peanut Butter Chocolate Blast

Nutrition Facts	
Serving Size 1 Serving (35 g)	
Servings Per Container 6	
Amount Per Serving	
Calories 140	Calories from Fat 30
% Daily Value	
Total Fat 3.5g	8%
Saturated Fat 2g	8%
Cholesterol 0mg	0%
Sodium 150mg	6%
Total Carbohydrate 23g	8%
Dietary Fiber 1g	5%
Sugars 11g	
Protein 5g	
Vitamin A	15%
Vitamin C	15%
Calcium	15%
Iron	6%
Vitamin E	15%
Niacin	15%
Vitamin B6	15%
Vitamin B12	15%

INGREDIENTS: ROLLED WHOLE GRAIN OATS, SUGAR, SOY PROTEIN ISOLATE, CORN SYRUP, RICE FLOUR, HIGH FRUCTOSE CORN SYRUP, CORN SYRUP SOLIDS, GYCERIN, PARTIALLY HYDROGENATED PALM KERNEL AND PALM OIL, ROLLED WHOLE WHEAT, BROWN SUGAR, PARTIALLY HYDROGENATED SOYBEAN AND COTTONSEED OILS WITH TBHQ AND CITRIC ACID (AS PRESERVATIVES), NONFAT MILK, PARTIALLY DEFATED PEANUT FLOUR, RICE STARCH, SORBITOL, CALCIUM CARBONATE, DRI COCONUT, WHOLE WHEAT FLOUR, SALT, MILK, MALT (Malted Barley and Corn Extract, Wheat Starch), HYDROLYZED SOY LECTHIN, COCOA, PROCESSED WITH ALKALI, NATURAL AND ARTIFICIAL FLAVORS, COCOA, HONEY, SOY LECTHIN, DEXTROSE, ASCORBIC ACID, VITAMIN E ACETATE, NIACINAMIDE*, VITAMIN A PALMITATE, BHT (A PRESERVATIVE), PYRIDOXINE HYDROCHLORIDE*, CYANOCOBALAMIN*.

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Strawberry Banana Blitz

Nutrition Facts	
Serving Size 1 Serving (35 g)	
Servings Per Container 6	
Amount Per Serving	
Calories 140	Calories from Fat 25
% Daily Value	
Total Fat 3g	6%
Saturated Fat 1.5g	3%
Cholesterol 0mg	0%
Sodium 150mg	7%
Total Carbohydrate 23g	8%
Dietary Fiber 1g	5%
Sugars 10g	
Protein 6g	
Vitamin A	15%
Vitamin C	15%
Calcium	15%
Iron	6%
Vitamin E	15%
Niacin	15%
Vitamin B6	15%
Vitamin B12	15%

INGREDIENTS: ROLLED WHOLE GRAIN OATS, SOY PROTEIN ISOLATE, SUGAR, CORN SYRUP, RICE FLOUR, HIGH FRUCTOSE CORN SYRUP, CORN SYRUP SOLIDS, GYCERIN, PARTIALLY HYDROGENATED PALM KERNEL AND PALM OIL, ROLLED WHOLE WHEAT, BROWN SUGAR, PARTIALLY HYDROGENATED SOYBEAN AND COTTONSEED OILS WITH TBHQ AND CITRIC ACID (AS PRESERVATIVES), RICE STARCH, CALCIUM CARBONATE, SORBITOL, NONFAT MILK, DRIED COCONUT, WHOLE WHEAT FLOUR, SALT, NATURAL AND ARTIFICIAL FLAVORS, MALT (Malted Barley and Corn Extract, Wheat Starch), HYDROLYZED SOY LECTHIN, WHEY, NONFAT POWDER (CULTURED NONFAT MILK), HONEY, SOY LECTHIN, CITRIC ACID, ASCORBIC ACID, VITAMIN E ACETATE, NIACINAMIDE*, VITAMIN A PALMITATE, RED 40 LAKE, BHT (A PRESERVATIVE), PYRIDOXINE HYDROCHLORIDE*, CYANOCOBALAMIN*.

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Trial interest is below average among the general population, parents and their children ages 6-14.

Concept Database Comparisons (Bases)



* Overall purchase intent represents a weighted combination of all five boxes of purchase intent
 ** Shown among consumers with positive purchase interest

Why? A lack of differentiation

Concept Performance		
All	General (474)	Age group 6-14 (433)
Purchase Intent: Top Box	14%	15%
Purchase Intent: Top-Two Box	43%	46%
Liking	4	4.1
Value Rating	3.5	3.6
Uniqueness rating	3.1	3.1
Mean claimed Units at Trial Purchase	1	1
Eye-catching	3.5	3.5
Recommend	3.9	4

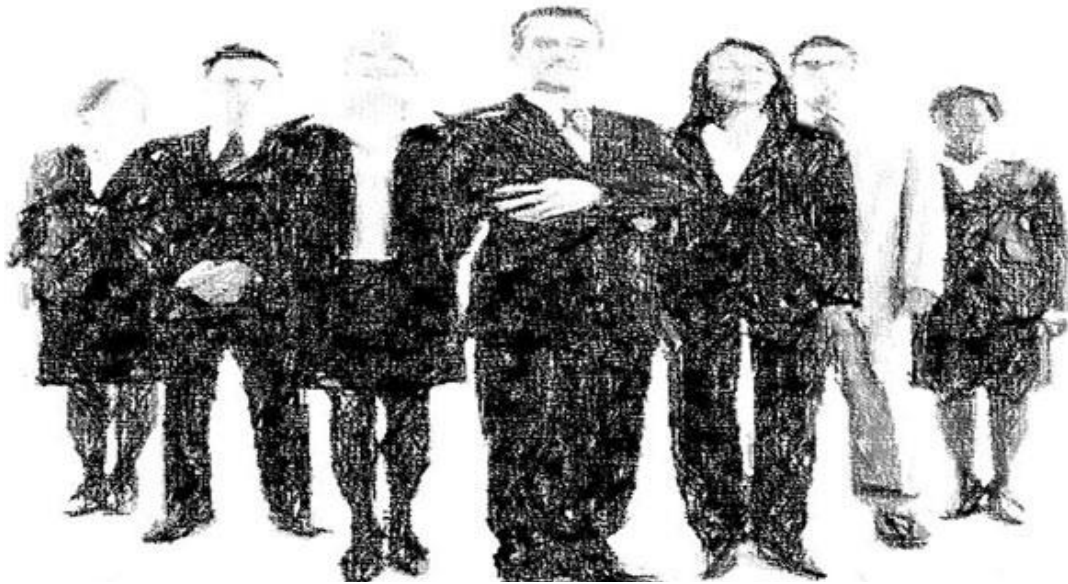
With brandDelphi, we understood the strengths and weaknesses of the concept



...and gave directions of rewriting using consumer words coming from brandDelphi ideation session



Your QualQuant Signals Team



To request more information and/or demo, please contact

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