



ACME

Comfort Craves Filo-Fusion Chocolate Bar



Activate It FMCG



United States



Chocolate or Chocolate C...



14 November 2024



300



Scale and Sustain

The **Comfort Craves Filo-Fusion Chocolate Bar** was assessed across a range of measures consistent with US food-related studies. Shine was cast on the **82nd percentile** for likelihood to try and even stronger **97th percentile** for breakthrough potential, offering substantial promise for market disruption. Well-performing KPIs reinforced these outcomes. The high priced purchase likelihood score, for instance, indicated consumers' predisposition toward purchasing at the given price. Respondents' remarks amplified the strength of the concept. They praised the product's unique blend of textures and distinctive flavors, appealing packaging design, and the integration of traditional and innovative elements. Overall, we recommend progressing with this alluring product.



Trial



Breakthrough

Primary KPI Overview

Product Concept Excels in Multiple KPIs, Offers Distinctiveness, Advantage, and High Purchase Likelihood.

Priced Purcha...

63%

Norm 55%

Pricing Impac...

77%

Norm 74%

Unpriced Purc...

67%

Norm 60%

Distinctiveness

79%

Norm 70%

Advantage

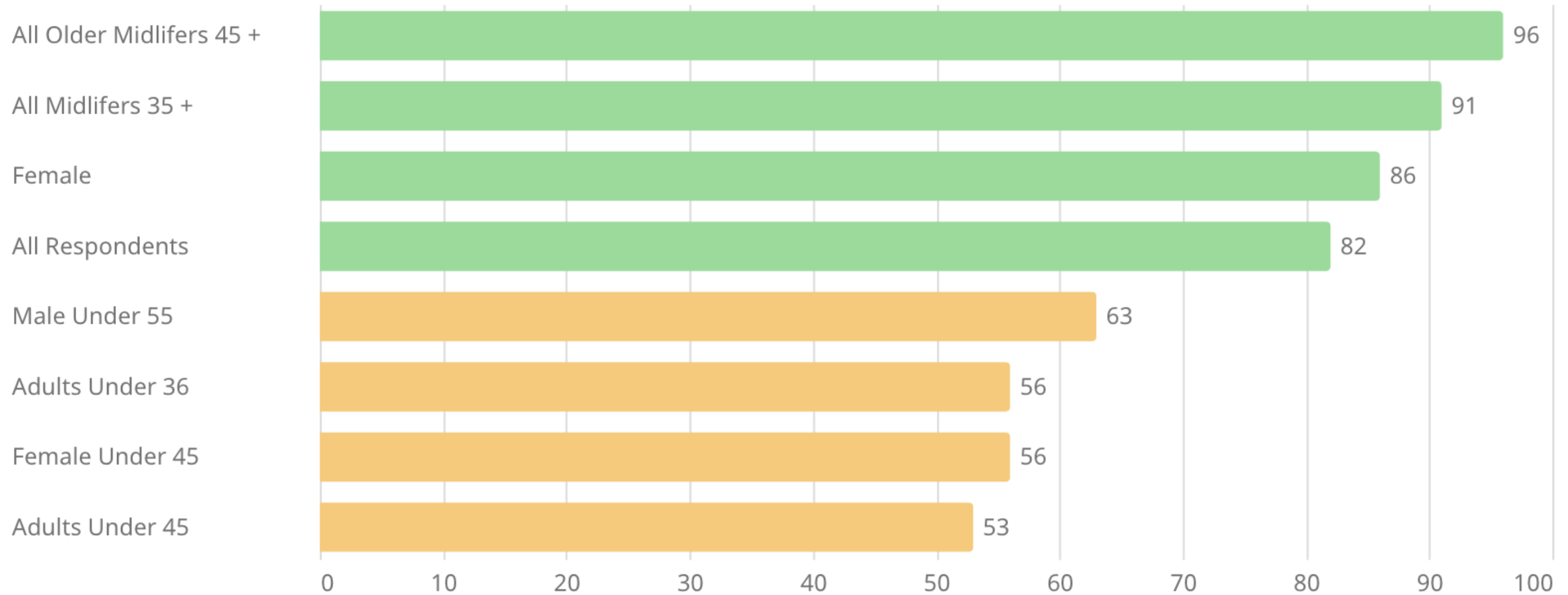
63%

Norm 53%

- The product concept achieved **significantly higher scores** than the average norms in several KPIs suggesting a positive response from potential consumers.
- Consumers deem the concept as **highly distinctive** (79%) and consider it as having an **advantage** over similar products (63%), indicating the potential for the product to redefine the existing market landscape.
- High levels of **priced (63%) and unpriced (67%) purchase likelihood** demonstrate a potential robust customer demand and pricing is seemingly not a barrier to purchasing.

Profiles

Trial Stimulus More Effective for Midlifers 35+ & Females, Needs Optimization for Younger Adults



The predictor measure, Trial, resulted in higher scores for the target group of 'All Older Midlifers 45+', 'All Midlifers 35+', 'Female', and 'All Respondents', all falling within the top tertile, indicating a successful stimulus. However, 'Adults Under 45', 'Adults Under 36', 'Female Under 45', and 'Male Under 55', all scored within the middle tertile, showing a need for stimulus optimization for these groups for better results. These findings provide a roadmap for future campaigns.

Heatmap of Concept Visual

Amplify Visual Appeal and Improve Text Clarity for Enhanced Consumer Engagement



Likes - 439 / 439



Dislikes - 365 / 365

Given that Trial scored in the top tertile of all studies, with significant potential for in-market trial, we recommend addressing the following key likes and dislikes themes from the consumer feedback.

One of the strongest themes that surfaced from the feedback relates to the product's **visual appeal**. Many customers showed appreciation for the aesthetic of the product's packaging, and specifically noted that the packaging's sleek, refined look and additional details made the product look highly appetizing. Similarly, the sneak peek functionality, which allows customers to see the actual product and know its ingredients, was highly praised. This feature heightened the product's appeal as it gave a glimpse of the delicious ingredients like the caramel filling, nutty flavors, and creamy texture.

Along with visual appeal, the chocolate offerings were highly acclaimed. Respondents found them enticing, delicious and irresistible. A classic representation of the saying - the way to someone's heart is through their stomach!

While this overwhelmingly positive feedback is certainly encouraging, we recommend not overlooking minor improvements based on the dislikes mentioned, which can potentially further enhance the consumer acceptance.

Clarity in text, and **information presentation** on the packaging was raised as an area of concern by some consumers. Many respondents found the text on the package to be either too small, illegible or confusing, impairing their understanding of the product. Addressing these issues could potentially further improve the already promising trial scores.

We suggest actions to enhance the presentation of text and information on the packaging, perhaps through using a larger, more legible font, simplifying language, or including more detailed information about the product. This simple modification could greatly enhance the customer experience, satisfying both their appetitive and informational needs.

Heatmap of Selling Messages

Enhancing Appeal: Simplify Descriptions, Highlight Flavorful Textures and Portability

Comfort Craves Filo-Fusion Chocolate Bar

Tagline:

A Crunchy Rendezvous of Chocolate Decadence

Brief Description:

Exploring uncharted terrains of chocolaty indulgence, the Comfort Craves Filo-Fusion Chocolate Bar introduces a first-of-its-kind, unique dessert experience. We've encapsulated the flaky, crispiness of our beloved filo pastry and our time-honored festive flavors of caramel apple and chocolate within a lavish blanket of premium milk and dark chocolate. The result is a candy bar offering indulgent, creamy chocolate punctuated by intermittent bursts of crisp filo pastry flakes and a delectable filling, leading to an interpretation of the traditional chocolate bar that's not only delicious but refreshingly unique.

Reasons to Buy:

- **Unprecedented Texture Experience:** The innovative integration of filo pastry within the candy bar introduces a texture twist to the regular chocolate experience, providing a flaky crunch surprise in every bite.
- **Festive Flavors in Every Bite:** The classic holiday flavors of caramel apple and chocolate are innovatively infused, giving out festive vibes with every mouthful, anytime you desire.
- **Snackability & Portability:** This new candy bar format allows you to take along and relish the warmth and comfort of holiday snacking, wherever and at whatever time the craving strikes. Whether you're on the move or cozying up at home, carry a little comfort in your pocket.

Likes - 416 / 416

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Dislikes - 346 / 346

Based on the feedback, it's evident that the **product description and texture** are the primary attractions for the respondents. The enticing, flavorful description and the thought of experiencing a crunchy or flaky texture stirred their curiosity and made the product resonate with them. A second observation is the appreciation of specific flavors of the product, such as **caramel apple and dark chocolate**, which they found appealing and relatable to the fall season. The **concept of portability** also found favour, as respondents liked the idea of a treat they can conveniently carry around.

While the feedback was mostly positive, the most frequently mentioned concern was the **length and complexity of the product descriptions**. Respondents felt the descriptions were verbose and contained hard-to-understand terms. Therefore, as a recommendation, it might be worthwhile to consider simplifying the descriptions without compromising on the alluring aspects that buyers find appealing.

In conclusion, focusing on highlighting the thrilling texture experience and favored flavors in a clear, concise, and less verbose description could enhance the product's appeal. The aspect of portability should be emphasized, but also reassure potential buyers about the product's ability to maintain its form under varying conditions.