



ACME

Fanta Haunted Apple x Beetlejuice



Activate It FMCG



United States



Carbonated soft drinks



16 August 2024



300



Executive Summary

Seed & grow

The **Fanta Haunted Apple x Beetlejuice** concept exhibited a solid potential for market growth as measured against U.S. beverage industry norms. With a 52nd percentile score in trial likelihood, interest is average, indicating moderate potential. However, achieving a stellar 97th percentile in breakthrough potential signifies strong capability to stand out among the competition. This is largely attributed to its pronounced distinctiveness, which surpassed the norm, suggesting a refreshing novelty that could reinvigorate the brand. Consumers enthusiastically praised the inventive Beetlejuice-themed design and the unique apple flavor, despite reservations about potential sweetness and limited variety.



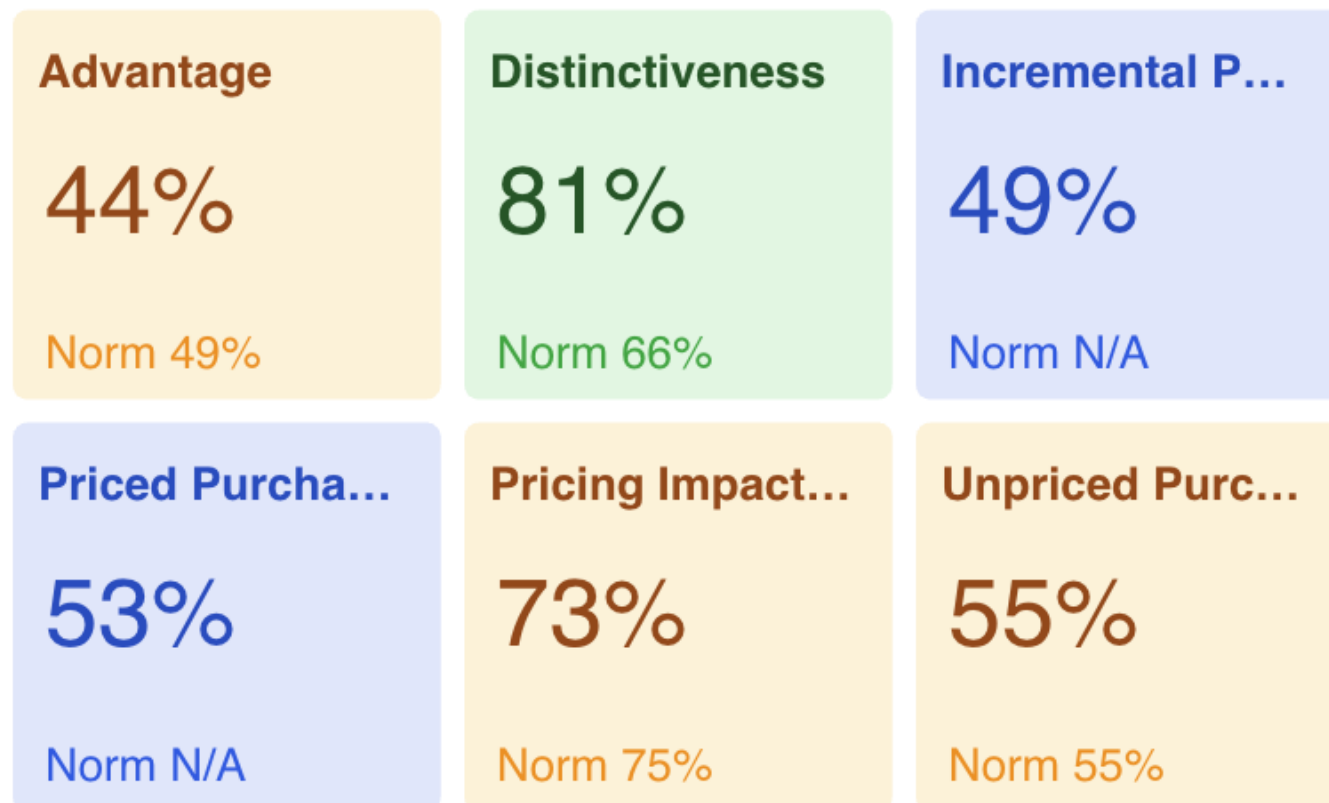
Trial



Breakthrough

Primary KPI Overview

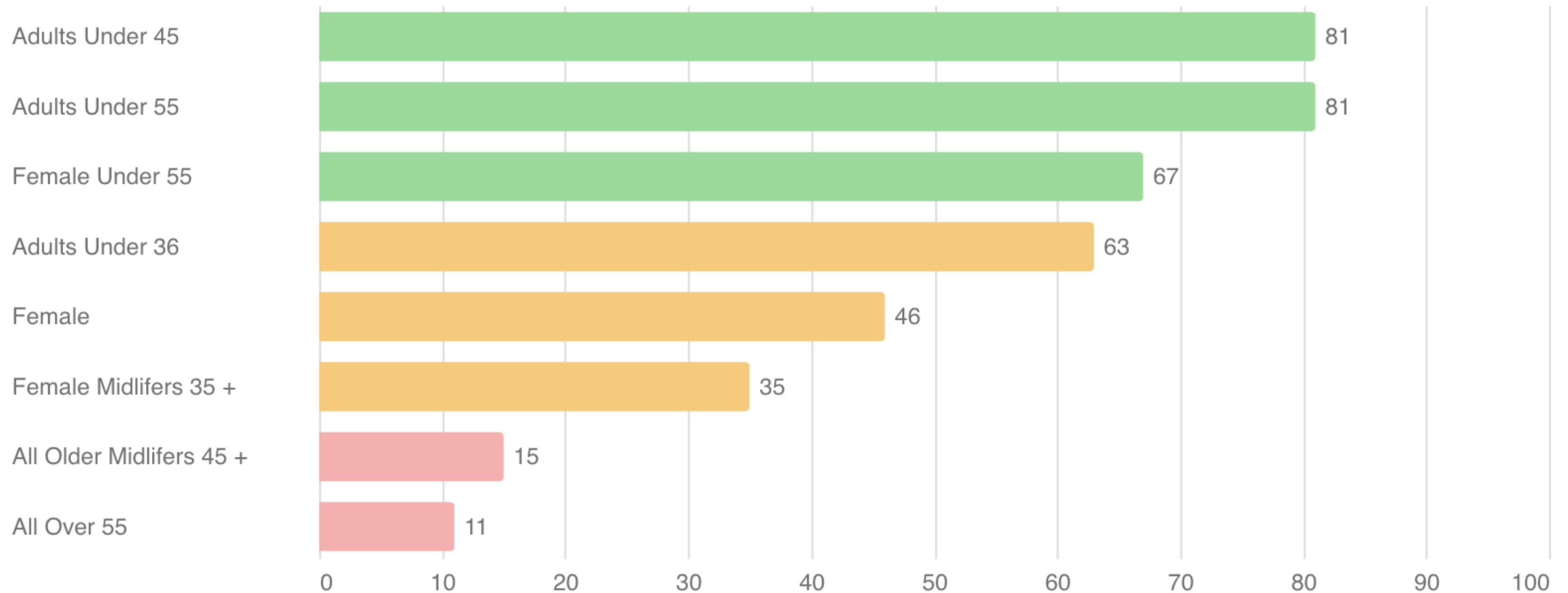
Product Distinctiveness High, But Advantage Requires Enhancement, Pricing Deemed Acceptable



- The **Distinctiveness** of the product is significantly higher than the norm which indicates it has the potential to drive consumer interest and revitalise the brand.
- However, the **Advantage** of the product is just on the baseline, indicating it does not offer unique benefits that could compel customers to take the risk of trying it. Strategic enhancements may be required to improve this score.
- The **Pricing impact on Purchase Likelihood** is within the norm, confirming that price is not a hinderance for the consumers. Continued focus on value-for-money can help maintain sales.

Profiles

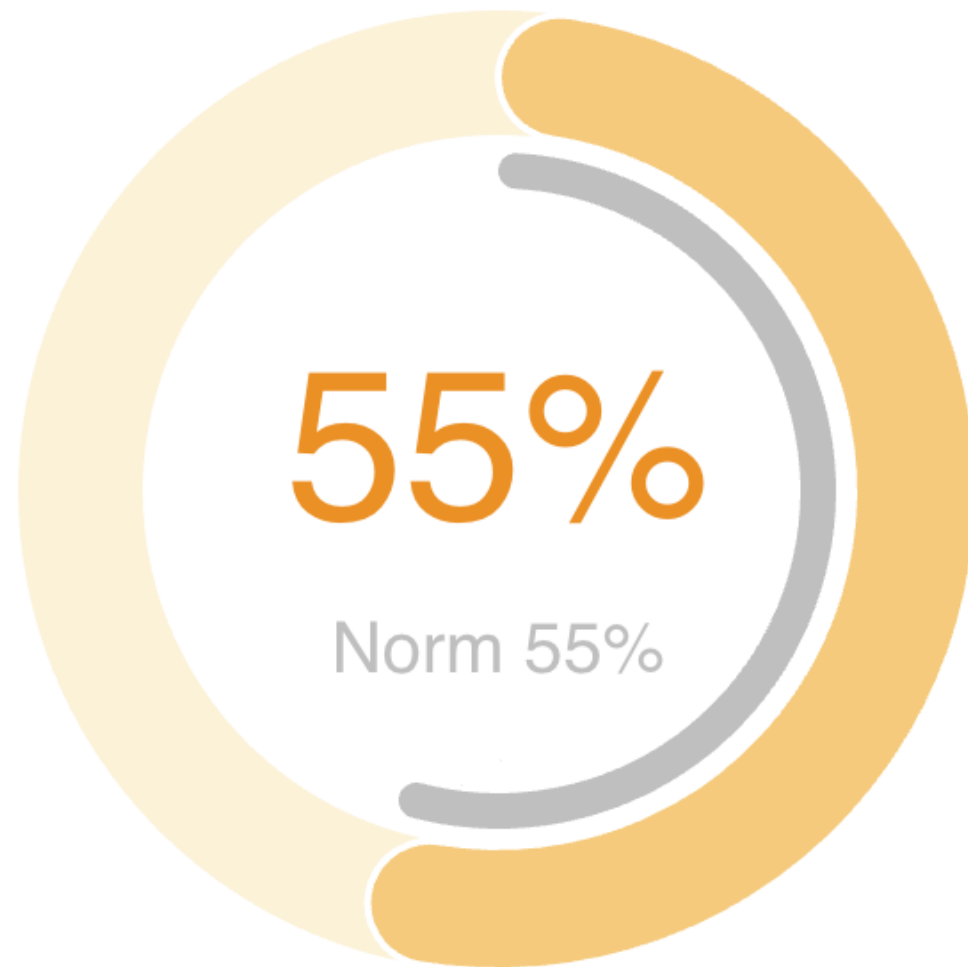
Trial Success Higher in Under-55 Demographic, Optimization Needed for 55+ Group



The predictor measure, Trial, indicates a higher success rate in the under 55 age demographic, especially adults under 45 and 55 as well as females under 55, all scoring within the top tertile. In contrast, the over 55 group and older midlifers (45+) perform more poorly, scoring in the bottom tertile. Females at all ranges and females midlifers (35+) performed averagely, placing in the middle tertile. If the over 55 or midlifers are crucial for brand growth, optimisation efforts should be focused on them.

Key Insights - Unpriced Purchase Likelihood

Unique Design & Creativity Balanced by Sweetness Concerns and Health Worries



The **Fanta Haunted Apple x Beetlejuice** concept produced mixed reactions, with the **Unpriced Purchase Likelihood** aligning with the norm at 55%. Consumers were attracted to the product's unique design and creativity tied to the Beetlejuice movie, along with its novel apple flavour. However, some concerns emerged, primarily about the sweetness or potential artificiality of the apple flavour, the film association being a gimmick, and health concerns over sugar content of soda. These factors could impact the Purchase Likelihood if not addressed.

Supporting Metrics - Unpriced Purchase Likelihood

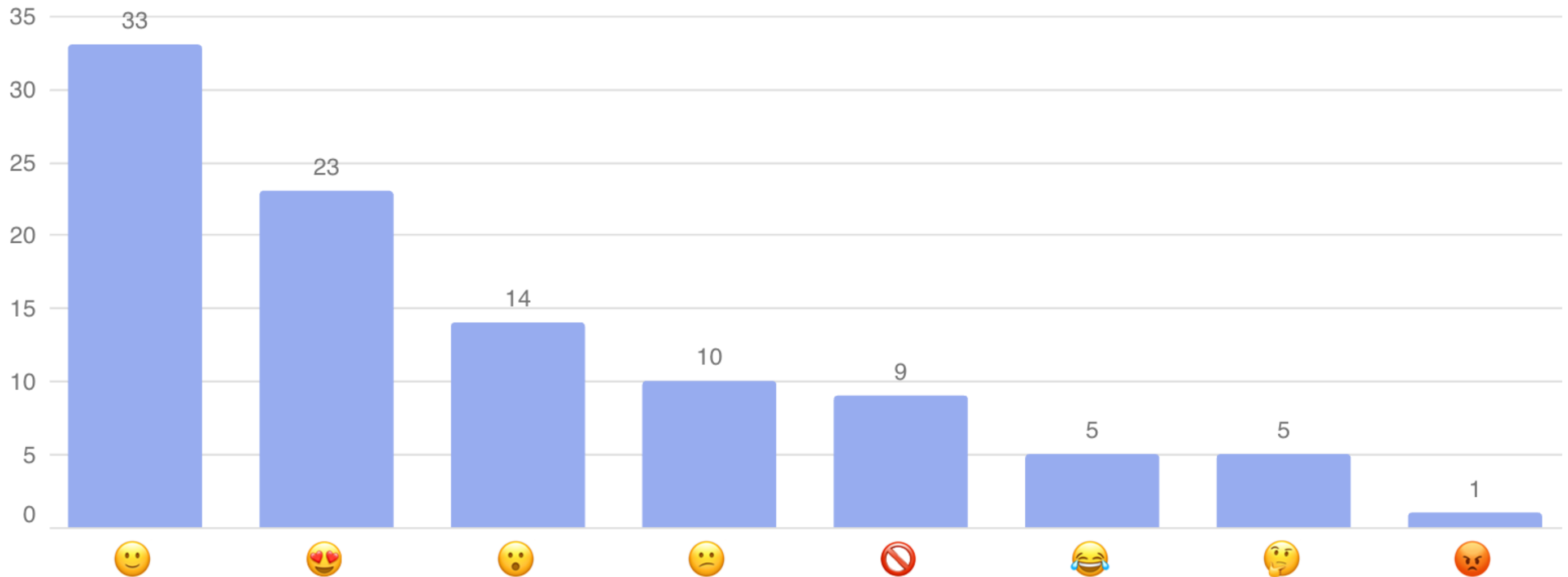
Brand Believability Soars Above Norm, Need Identified for Further Analysis on Other Metrics



The supporting metric of **Brand Believability** scored a significant 79%, well above its norm of 75%, reaffirming consumers' confidence in the brand's ability to deliver on their claims. However, the other metrics, such as Relevance, Commitment Rating, Clarity and Overall Emotion, lack sufficient historical data for performance review. As for the indicator **Meets Needs**, the score of 66% was observed to be in line with the norm of 69. A lack of underperformance in these metrics indicates that further in-depth analysis is required to identify areas of improvement for the primary KPI.

Emotions

Positive Emotions Dominate, with 'Like' and 'Love' Leading and Low Negative Responses



The survey data suggests that the stimulus is generating primarily positive emotional responses in the surveyed population. The majority, **33.0% of respondents, identified 'Like' as the dominant emotion**, suggesting a generally favourable response. The second most frequently reported emotion was 'Love', chosen by **23.0% of the participants**, which further underscores positive engagement with the stimulus. Negative responses like 'Dislike' and 'Angry' were relatively infrequent, with only 10.0% and 1.0%, respectively. However, it is worth noting that a significant proportion (**9.0%**) selected 'None of the Above', which could indicate that the stimulus is not resonating with all viewers, or not eliciting the listed emotional responses.

Attributes (Testing!)

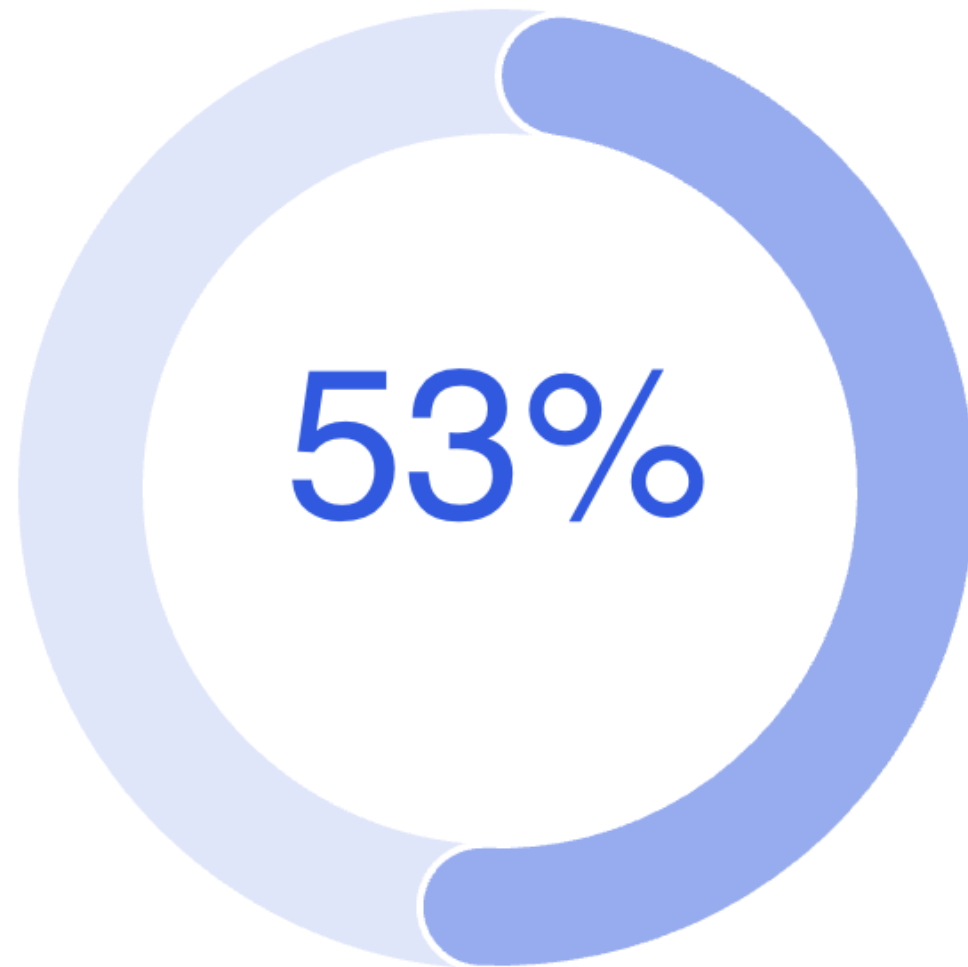
Mystery Product Excels in Halloween Suitability, Packaging Coolness and Appetizing Appearance

In this survey, respondents were tasked with choosing attributes associated with a particular concept. The most frequently chosen attributes were 'Ideal for Halloween' with **54%** respondents choosing it, followed by 'Has cool packaging' at **48%**, and 'Looks appealing' **34%**. Attributes related to quality and preference were also popular with 'High Quality' selected by a noticeable **22%** of respondents, 'Made by a brand I love' by **20%**, and 'Would taste delicious' by **31%**. Answers could be grouped into categories of attractiveness like 'Ideal for Halloween', 'Has cool packaging', and 'Looks appealing'; quality and preference such as 'High quality', 'Made by a brand I love', and 'Would taste delicious'; and general appeal with options such as 'For everyone', 'Great for kids', and 'Would feel like a treat'.



Key Insights - Priced Purchase Likelihood

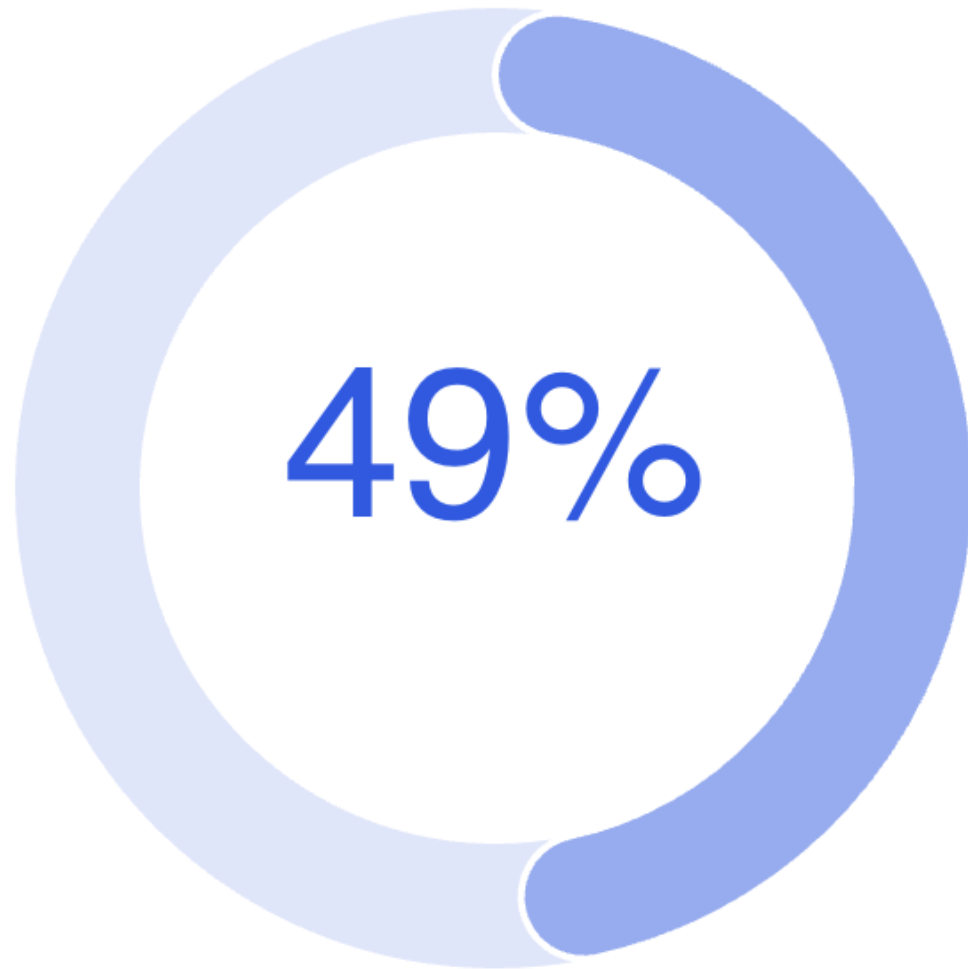
Pricing Concerns Could Negatively Impact Future Purchase Likelihood



The KPI for **Fanta Haunted Apple x Beetlejuice** was **Priced Purchase Likelihood**, scoring 53%. Insufficient historical data makes it challenging to assess this performance. The supporting metric, **Change Due to Price**, scored -1.69%, again with insufficient historical data for analysis. The metric, **Pricing Perception vs Expectation**, scored significantly lower at 51% when compared to the 60% norm, indicating the price did not meet expectations. Regardless of limited data, initial impressions suggest potential pricing issues may adversely impact future purchase likelihood.

Key Insights - Incremental Potential

High Consumer Overlap Suggested with Majority Open to New Purchase beside Regular Selection



The survey on Fanta Haunted Apple x Beetlejuice indicates inconclusive results due to insufficient historical data for the KPI, Incremental Potential (49%). The supporting metrics, Impact to Category Purchase Frequency (46%) and Substitutability (53%), also lack sufficient historical data. The majority of respondents (70.89%) would choose Fanta Haunted Apple x Beetlejuice in addition to their typical purchase. The primary substitution items were Sprite (31.51%), Dr Pepper (28.76%), and Fanta Orange (27.70%). This suggests a possible overlap in consumer preference for these beverages.

Substitution Items (Testing!)

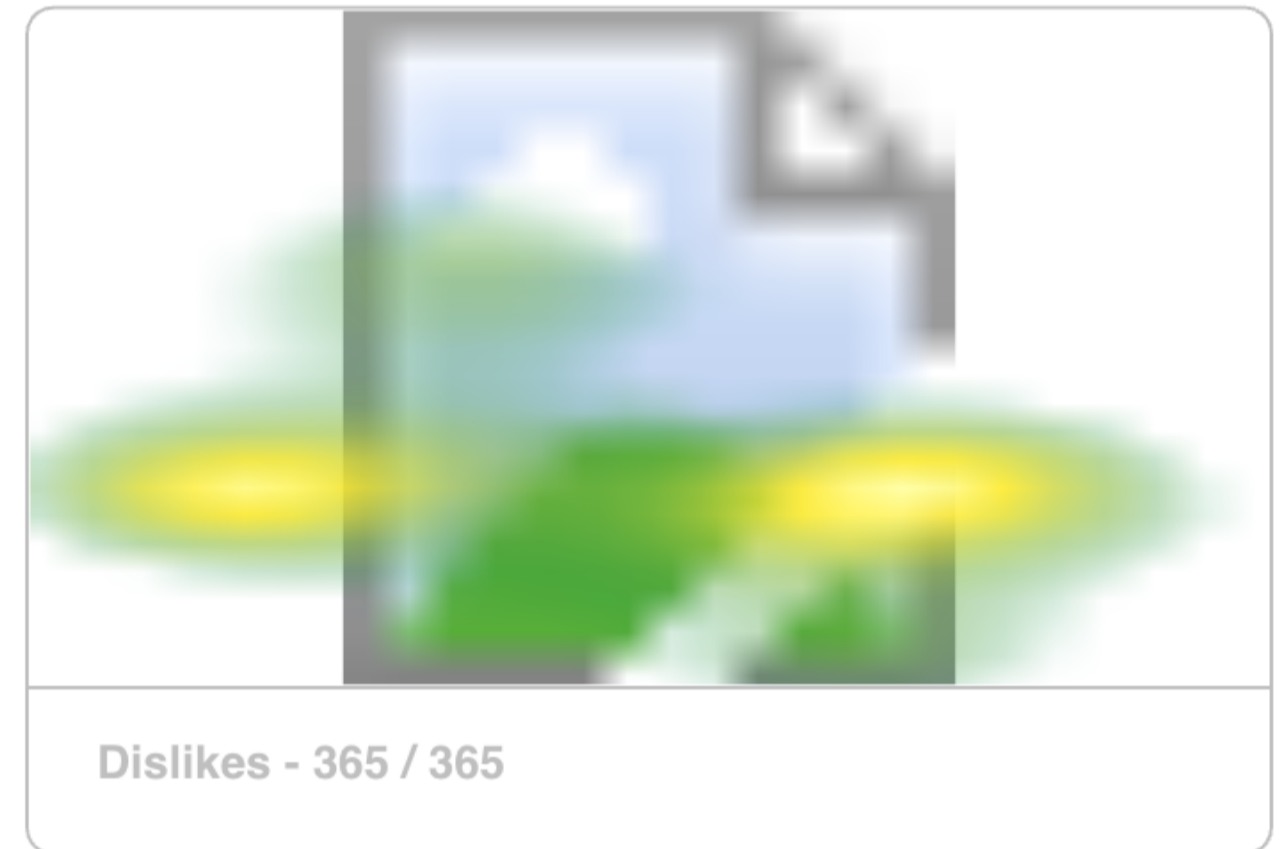
Sprite, Dr Pepper, and Fruit-Flavored Drinks Top Choices for Replacement, Diet and Specialty Flavors Lag

The survey data reveals that the most likely items to be replaced by the test concept are Sprite and Dr Pepper, both selected by around 30% of respondents. There's also a notable preference for fruit-flavored variants such as Fanta Orange (28%), Fanta Strawberry (23%), and Coca Cola Classic (22%). Less popular choices, selected by less than 10% of respondents, include Diet Coke, Diet Pepsi, Pepsi Max and certain specific flavors like Starry and Mtn Dew Voltage. It seems that traditional colas and fruit-flavored options dominate, with diet and speciality flavors less preferred as substitution items.



Heatmap of Concept Visual (Testing!)

Leveraging appealing packaging and flavor variety while addressing design concerns could boost trial KPI performance



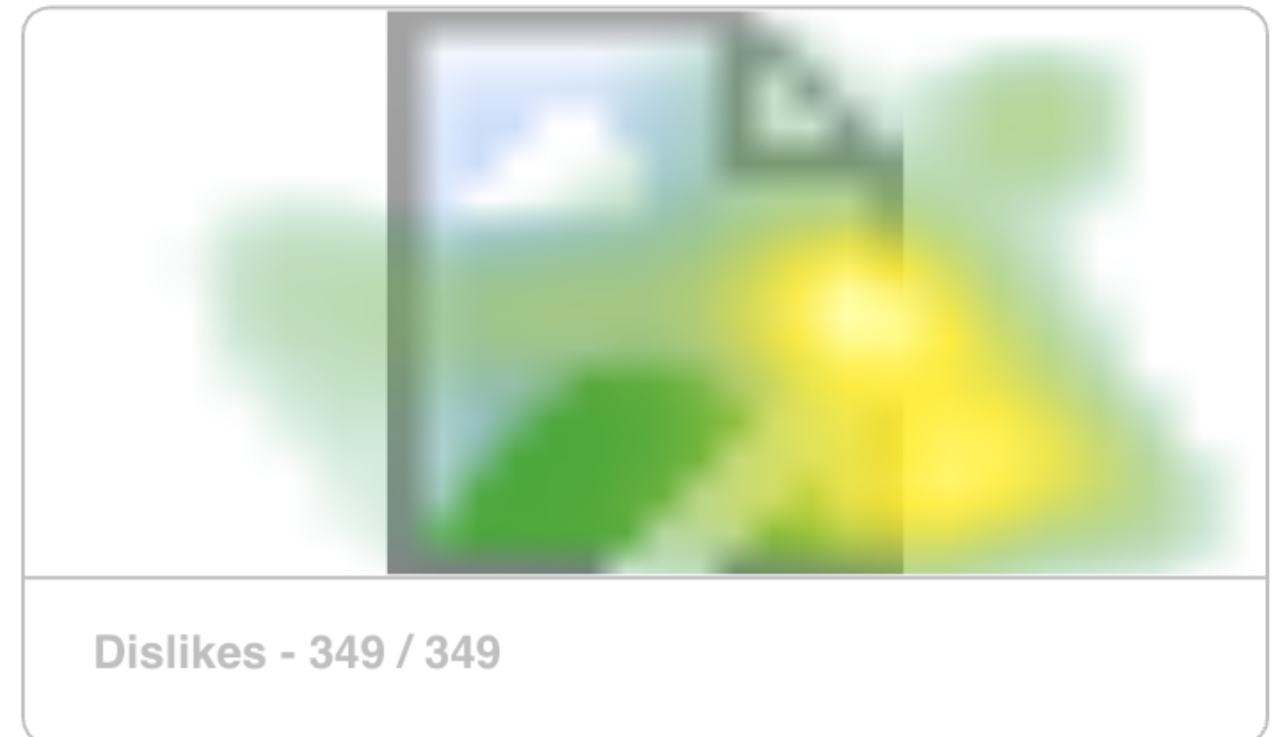
The analysis of the survey data reveals that the **Trial KPI** performance reflected a mixture of likes and dislikes, scoring in the middle tertile of all studies.

The respondents appreciated a number of aspects about the stimulus examined. Above all, the respondents **valued the packaging and design of the product**, specifically the Beetlejuice theme, along with the **variety of flavors available**. The distinctive color schemes and the character-themed design were considered engaging and invoked nostalgia. Additionally, the availability of both bottles and cans offered choice to consumers that they seemed to embrace. It's important to highlight that **these themes could potentially be driving aspects of the trial KPI performance**.

On the other hand, some aspects of the product received mixed to negative reviews, with respondents holding varied views on the design, color, and flavor. A notable area of concern revolved around the **design elements of the can**, which some consumers found creepy or unappealing. Meanwhile, concerns over the potentially high sugar content and artificial colorings could influence potential customers' decisions, though these were minority objections. While understanding and addressing these dislikes could contribute to further optimization, focusing on enhancing the appreciated elements and building upon them could potentially lead to a more significant lift in their trial KPI performance.

Heatmap of Selling Messages (Testing!)

Flavor Options, Celebrity Usage, and Seasonal Availability Identified as Key Improvement Areas



The trial measure for the surveyed product recorded a 52nd percentile score. This indicates an average potential for in-market trial, when compared to other studied products. Based on respondents' feedback, there are a few key themes that are notable, which might offer some insights for potential improvements to the upcoming campaign to help increase familiarity and interest in the product.

Looking at what respondents enjoyed, **the variety of flavours**, particularly the new "Haunted Apple," stood out positively, as did their association with characters from the movie Beetlejuice. The packaging and design, featuring unique character images, were also well received. The opportunity to **win movie tickets was seen as a good promotional incentive**, and the **limited edition nature of the product was appealing to many**, making the product feel unique and special.

On the other hand, the survey respondents had less favourable feedback on a few aspects. The primary concern for many was the **flavor options**, particularly the apple and pineapple flavours were not enjoyable to some. The **use of celebrities** in the promotion, specifically those unfamiliar to some participants, was less appealing. The **limited availability of the product sparked some dissatisfaction**, with respondents expressing a desire to see it offered year-round rather than as just a limited edition. Finally, the **product's Halloween-themed appeal was limiting**, in that respondents felt it relegated the product to a specific season rather than all year round.

Given this feedback, a careful reconsideration of the flavor options, especially the apple and pineapple varieties, could be beneficial. Additionally, making the product available year-round might increase its appeal for those who dislike the seasonal constriction. Furthermore, a more careful selection of celebrities and a broadening of the product's appeal beyond just Halloween might help increase its accessibility and appeal to a wider market.