



CASE STUDY

Global Confectionery Brand Conjoint Study

JUNE | 2019








The Challenge

A leading global confectionary brand wanted to explore customer appetite for new ranges of its health snack bar in order to double sales in five years. To achieve this target, the brand first wanted to test how its current bar was perceived by the addressable market relative to competing bars according to the following attributes: brand strength, feature preference, and willingness to pay.

The Solution

The brand engaged EPIC Conjoint to design a competitive conjoint survey. Five health bars were selected by the brand for the study.

Name					
Features	Concept 1	Concept 2	Concept 3	Concept 4	Concept 5
Healthy Snack bar	KIND 	FULFIL 	NATURE VALLEY 	EAT NATURAL 	KELLOGGS NUTRI-GRAIN 
Calorie content per bar	197	205	192	238	177
Sugar content	5.4g	1.8g	11.9g	15.6g	17g
Free from	Gluten free, Dairy free	No 'Free from' claims	No 'Free from' claims	Gluten Free / Vegetarian	Vegetarian
Type of bar	Fruit & 60% Nut Bar	(Milk) Protein Bar	Cereal Bar (Oats & Grains)	Fruit & 10% Nut Bar	Cereal Bar (Oats & Grains)
Protein content	5.6g	20g	3.4g	2.5g	2.1g
Price per bar	€1.99	€2.49	€1.05	€1.55	€1.09

*We used Epic conjoint to carry out research exploring **what new ranges we could bring to market**. We found the tool **very easy to use** and the information we got back **really helped guide us with our NPD plan for 2020 and beyond**.*

Product Lead Manager

The Deliverables

EPIC Conjoint designed the conjoint survey within an hour. Each survey presented a slightly unique set of options on each of the 10 choice cards. And each survey contained a slightly different set of options to ensure statistical significance.

Which of the Healthy Snack bars below would you purchase?

Healthy Snack bar: **KELLOGGS NUTRI-GRAIN**



Calorie content per bar: 205

Sugar content: 17g

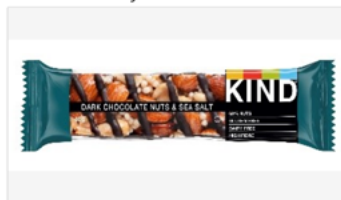
Free from: Gluten free, Dairy free

Type of bar: Cereal Bar (Oats & Grains)

Protein content: 5.6g

Price per bar: €1.55

Healthy Snack bar: **KIND**



Calorie content per bar: 205

Sugar content: 5.4g

Free from: Vegetarian

Type of bar: Fruit & 10% Nut Bar

Protein content: 2.1g

Price per bar: €1.99

Healthy Snack bar: **FULFIL**



Calorie content per bar: 197

Sugar content: 1.8g

Free from: No 'Free from' claims

Type of bar: Fruit & 10% Nut Bar

Protein content: 2.1g

Price per bar: €1.99

None of these

The survey was seamlessly distributed to a target sample in Ireland using an API with global online panel provider Cint. 250 successfully completed surveys, sufficient for statistical significance, were captured within the space of three hours.

Survey Distribution Methods

Email to MarketExport URLs FilePublic DistributionEmails to customers

Your survey is set to close on 28/08/2020 | Time left: 30 days

To distribute your survey using our panel partner Cint just follow the instructions. To distribute to one of our other online respondent panel partners, please export your survey URLs. Note in this instance you will need to distribute your survey URLs outside of the EPIC application.

Panel Provider ?

Cint API

Country ?

Ireland

Survey Category ?

Food, Groceries

Gender ?

☐ Male ☐ Female ☒ Both

Distribute

In order to complete the survey please answer all of the questions.

Do you enjoy eating healthy snack bars?

- ☐ Yes
- ☐ No
- ☐ Sometimes

Submit

A series of screening questions were set to ensure survey respondents were the target audience.

In order to complete the survey please answer all of the questions.

How often would you eat any type of healthy snack bar?

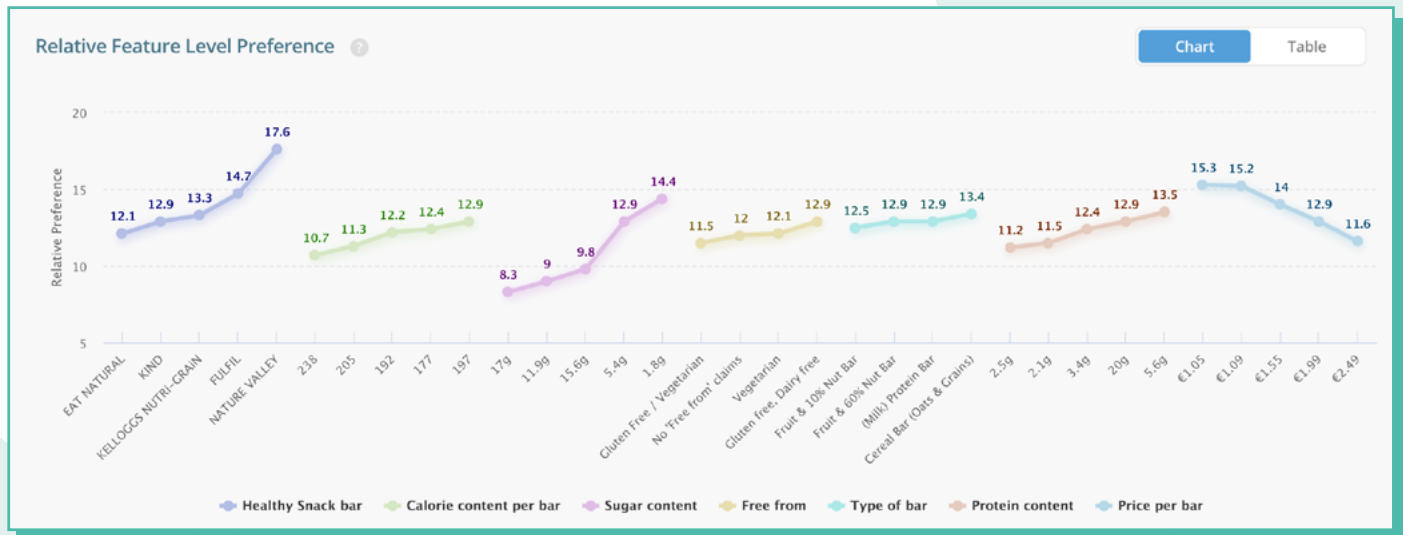
- ☐ More than once a week
- ☐ Once a week
- ☐ Once every 2 to 3 weeks
- ☐ Once a month
- ☐ Less than once a month

Submit

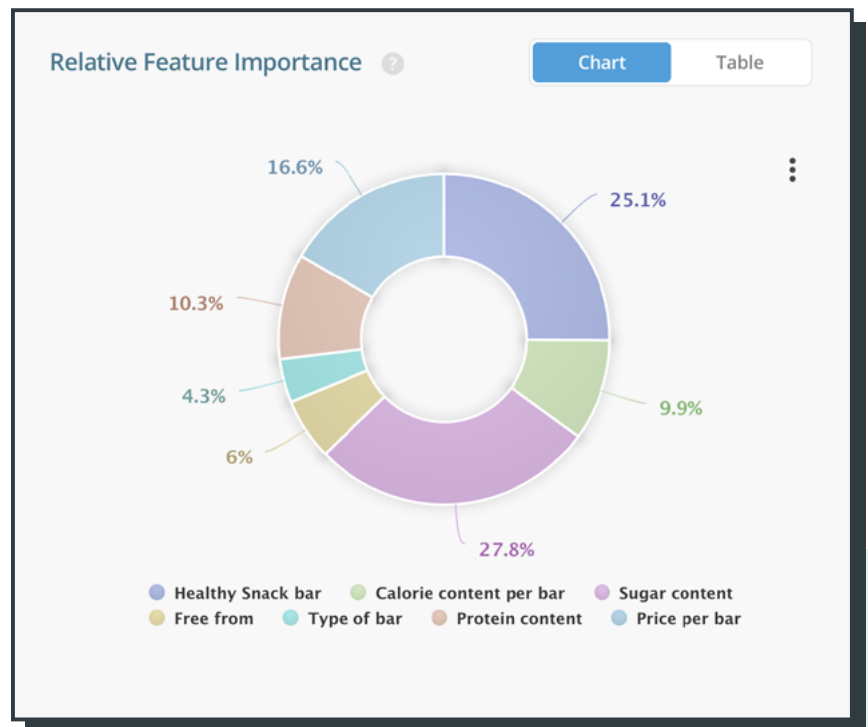
The Results

250 respondents met the criteria to complete the survey.

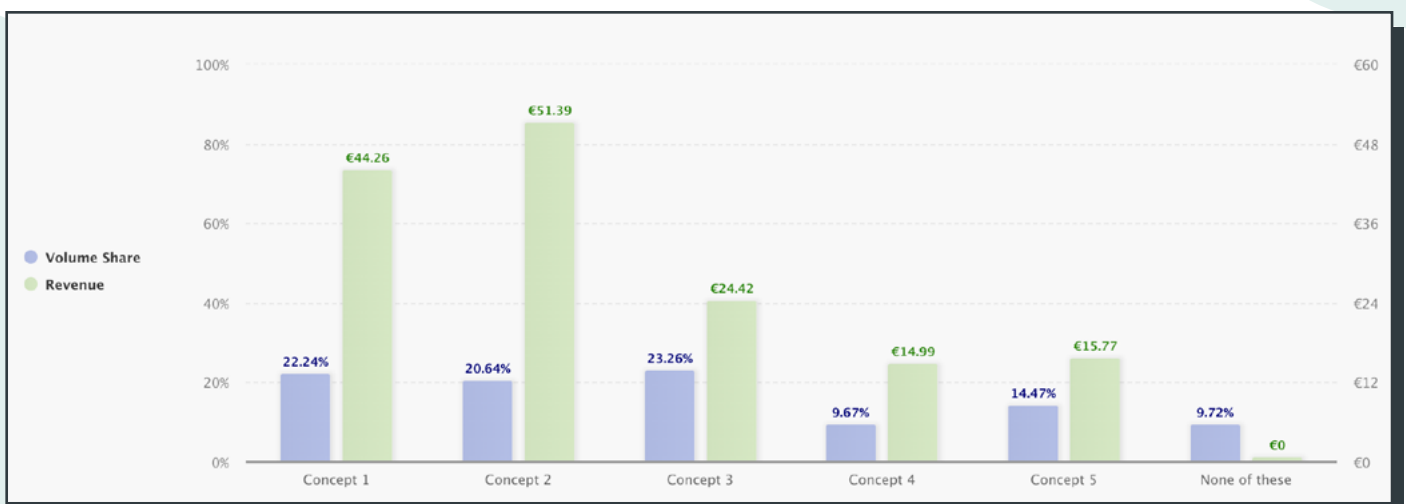
A preference (utility) score was captured for each feature of the bars tested, which enabled the brand to evaluate how its brand/product, features of its product, (e.g., calorie content, sugar content, ingredients, etc.), and price, when stacked up against the competition.




Our relative importance chart shows that sugar content commanded the highest relative importance score among all attributes tested. This learning suggests where the brand should focus its messaging.



Using preference scores as a proxy for volume share, the brand was then able to determine the volume share impact of each product feature.



The results indicated that the brand's healthy snack bar was ranked in the top three by target customers.



Democratizing Conjoint Analysis

We want the most effective form of customer research to be easily available and accessible so business users everywhere can benefit from it.

EPIC Conjoint is the most innovative conjoint analysis software on the market, accelerating revenue growth by delivering customer insights in near real-time. Our experts guide you through the survey creation process and assist in interpreting results.

Want to see it in action?

