

Our client selected his most promising recipe for a successful launch of his new yoghurt on a very competitive market!



A new company who wants to penetrate the category of plain yoghurts with a high quality product

Our client wanted to enter the plain yoghurt market by proposing a product which would be marketed under a retailer brand. To prove to its client, the retailer, that its offer was

mature enough to enter the category, our client decided to launch a screening test of 3 different recipes to select the best one, reaching at least parity with the best seller of the category.

SAM Click & Test: a fast and agile solution to select the most promising prototype

Our client used SAM Click & Test, our smart online solution to request a product test with consumers. In order to complete its commercial argumentation dossier for its own retail clients, our client performed a study whose objectives were:

To identify the most liked prototype among 3 recipes

To evaluate the sensory performances of each recipe on key attributes

To identify the recipe which would be at least as liked as the main competitor



Our client created its own customized survey :

Target



60 consumers of plain yoghurts in the past 6 months recruited from SAM database

Compare

3 different prototypes + 1 competitor delivered to our facilities 3 days prior to the test and tested in sequential monadic

Choose



100% Paris

Central Location Test in our state-of-the-art facility fully equipped with 30 sensory booths

Create

8 questions using our pre-determined questionnaire: overall liking, purchase intent, appearance, odor, taste and texture liking, reasons of liking and disliking

Analyze

Quantified results in a Word report within 7 days (including analysis of open-ended questions)

Results allowed identifying a promising prototype

One of the 3 recipes reached a significantly better purchase intent than the 2 others:

- Recipe 2 with a better taste, texture and overall appreciation than recipes 1 and 3
- Recipe 2 liked at the same level than best seller and at parity on taste, appearance and texture.
- Main reasons of liking of recipe 2 appeared to be its smooth and shiny texture with a taste which appeared to be not too sweet with a pleasant touch of acidity.



The elements of success

With a simple, fast and agile test, our client obtained useful information for building its commercial dossier: the recipe to propose to its client with its sensory key drivers but also additional optimization routes for further improvement.

Contact information:

Interested in learning more about this case? Contact SAM: www.samclickandtest.com