

Highlight.™ Case Study

Product Optimization Testing for Freestyle Snacks



Challenge

As an emerging brand, Freestyle Snacks came to Highlight in April 2022 to discuss testing their initial product release of their Snackable Olives. With a mission to revolutionize snacking on whole foods, the goal of the test was to understand consumer reactions to the taste and flavors, as well as Freestyle Snacks packaging.

Solution

We shipped three Freestyle Snacks flavors to a curated segment of "better for you" snack purchasers within our Highlighter community for agile in-home testing.

- 300 samples sent to...
- 100 highlighters around the North and Southeast regions
- 1 day from product receipt until initial data
- 92% completion rate

Result

Freestyle Snacks received feedback on all three products and was able to make improvements to their initial product line.

What We Delivered

- Instant access to live dashboards of results on day 1
- Understanding of sensory insights around flavor and quality to optimize product formulas
- Consumer perception on packaging, purchase intent, and willingness to pay
- Ranking of overall enjoyment and product resonance of target consumers
- Benchmark data within the "better for you" snack category to leverage in retailer decks

Qualitative & Quantitative Insights on Packaging and Marketing Claims

"I love that the packaging is resealable and the branding and colors are very eye-catching!"
 -Male, 33 Years Old

"I have never seen bagged olives before, but I love that these are packaged this way. They are instantly more portable and accessible!"
 -Female, 32 Years Old



Please rank order the following claims based on what is most important to you when you purchase a similar product.

| Claim | Rank 1 | Rank 2 | Rank 3 | Rank 4 | Rank 5 | Rank 6 |
|---------|--------|--------|--------|--------|--------|--------|
| Claim 1 | 100% | 0% | 0% | 0% | 0% | 0% |
| Claim 2 | 0% | 100% | 0% | 0% | 0% | 0% |
| Claim 3 | 0% | 0% | 100% | 0% | 0% | 0% |
| Claim 4 | 0% | 0% | 0% | 100% | 0% | 0% |
| Claim 5 | 0% | 0% | 0% | 0% | 100% | 0% |
| Claim 6 | 0% | 0% | 0% | 0% | 0% | 100% |



Deep-Dive into Quality and Flavor

"How much did you enjoy the olives, overall?"

"How would you rate the quality of the olives?"

"What adjectives would you use to describe the spice level?"

Curious how we can drive the same results for you?

Reach out for a demo, and get testing:

[REQUEST DEMO](#)

