

Line Extension & Performance Testing for Bare Hands



Challenge

As an emerging brand in the personal care category, Bare Hands came to Highlight to test the efficacy and brand positioning of its natural nail & footcare products. The team wanted to better understand how consumers interacted with their products and how to best position new innovations for their upcoming product launch.

Solution

We packed and shipped 2 SKUs of Bare Hands' early stage product, to users of at-home nail care for agile in-home testing in a matter of days.

- 90** Product samples sent nationwide
- 5** In depth interviews conducted with Highlighters
- 4** Days from product receipt to initial data



Result

In less than 10 days, the Bare Hands team received comprehensive feedback on both products from our Highlighters. Bare Hands could then refine its packaging and product formula to cater to their target audience.

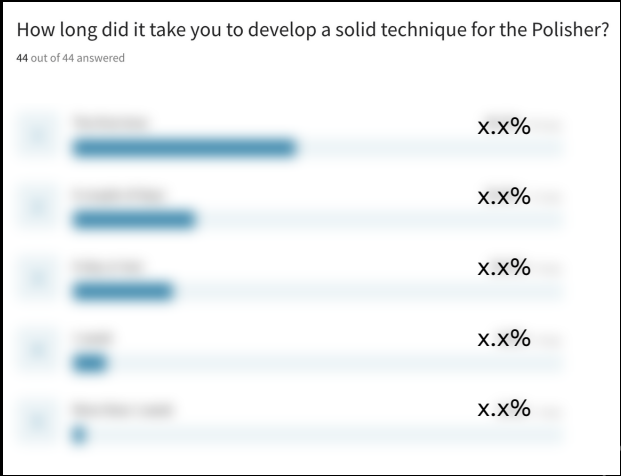
What we delivered:

- Instant access to a live dashboard of results coming in on day 1
- Understanding of key drivers of interest in the Bare Hands products and messages that resonated most
- Robust verbatims describing impressions of Bare Hands' brand story and packaging
- Qualitative consumer perception around the right taglines, product benefits and packaging that will appeal to better-for-you makeup users.



How did the following features live up to your expectations of Bare Hands?

	Below expectations	Met expectations	Exceeded expectations
Feature 1	10%	80%	10%
Feature 2	10%	80%	10%
Feature 3	10%	80%	10%
Feature 4	10%	80%	10%
Feature 5	10%	80%	10%



Robust qualitative and quantitative insights, from new & repeat Bare Hands users.

Explain. How is it better or worse than your usual go-to foot care products?

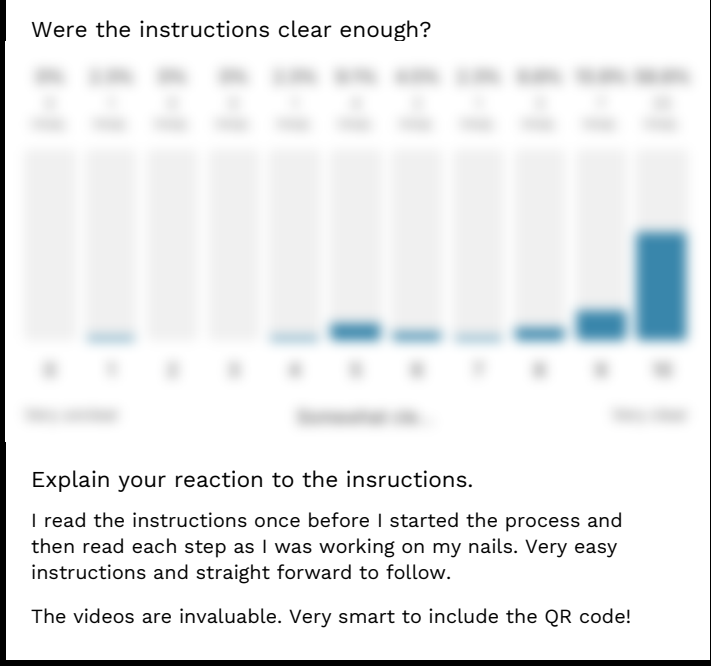
"I go for thick creams and rough stones and scrapers - this is much for elegant in both look and process with even better results!"
-Female, 29, repeat Bare Hands user

"Sometimes, I put vaseline on my feet to help it from cracking. This smells way better and the texture is also way less messy."
-Female, 29, new Bare Hands user

Deep-dive conversations about brand messaging and product efficacy.

"Does this new product feel like a proper extension of the Bare Hands brand? How can we better ensure it's a great fit?"

"Did this product meet a need of yours, or solve a problem for you? Describe."



Curious how we can drive the same results for you?

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