

Agile Sensory Testing for Cat Litter Innovation



Challenge

This brand came to Highlight as an established brand in the cat litter category. Their project goals were to assess consumer overall experience, including fragrance acceptability and fit to lavender branded packaging front. Ultimately, they aimed to inform their brand team of fragrance fit to packaging front prior to launch.

Solution

We packed and shipped n=21 products for a monadic, 7-day longitudinal HUT. Each respondent participated in several evaluation touchpoints: verbatims are captured at point of pour, then a robust survey at end of the week-long trial. Additionally, 10 participants submitted video uploads and Highlight conducted 5 IDIs.

21 Product samples sent nationwide

100% Survey completion rate from targeted Highlighters

5 Respondents participated in 45-minute online qual IDI's

Result

In less than 10 days, the team was ready to adjust their formula, prioritizing the fragrance and packaging benefits that matter most, using consumer-friendly language.

What we delivered:

- Personalized surveys at point of pour and post 7-day trial
- Instant access to a live dashboard of results coming in on day 1
- Deeper understanding of consumer feedback through verbatims from 10 video submission and 5 IDI's.
- Understanding of key drivers of interest and product fit among different demographics through a post-trial report



Highlight.

Thanks for being a part of our exciting research!
Your feedback is a valuable part of our innovation process.

CAUTION: Please wash hands thoroughly after handling litter. We want to remind pregnant women and those with suppressed immune systems that a parasite sometimes found in cat feces can cause toxoplasmosis.

In case of emergency call your HEALTHCARE PROVIDER. Then call SAFETYCALL™ POISON CONTROL at: 1-(855)-777-0665 (24 hours).
KEEP OUT OF THE REACH OF CHILDREN

Email hello@etshighlight.com with any questions!

Please follow these directions carefully!

- 1 Completely clean out your litter box – make sure there are no remnants of your old litter at all. Once completely cleaned, **pour 3 inches of the new litter into the litter box. Then take the FIRST POUR SURVEY in your account.**
- 2 Use the litter as you normally would, for 7 days. Do not mix with other cat litters or add anything else to the litter box. For best results, remove clumps and solid waste daily. Replace with fresh litter as needed. **After the 7th day, take the WEEK RECAP SURVEY (which includes the 30-second video upload!).**
- 3 We may follow up with you for additional interview opportunities.



Scan here to access your account!

Highlight.

How much did you enjoy this product overall?

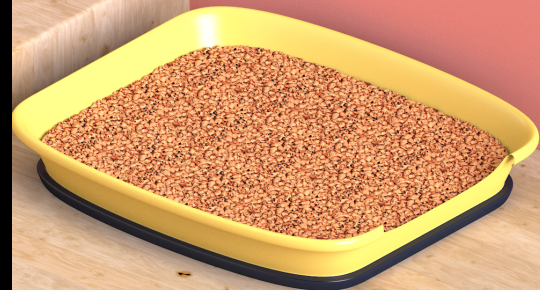
What, if anything, did you like about this cat litter?

Long lasting scent	"This product was near perfect. Hope to see a variety of scents. The scent strength was great. Our usual litter scent is gone after two days. This lasted about four."
Clumped well	"I liked how well it clumped his waste no matter which it was. It made cleaning out the litter box easier."
Cat acceptance	"My cats are picky but approved this litter." "The scent should be a little stronger."

What, if anything, did you dislike about this cat litter?

Scent could be stronger	"The scent should be a little stronger."
Dusty when cleaning out	"When I clean the litter box, there is quite a bit of 'dust'."

n=20



How does this compare to other similar litters you've tried?

Explain. How is it better or worse than other similar litters you've tried?

"It actually clumps everything and masks the horrid smell by having a lavender scent. The litter has been working as intended for the past week and still smells just as fresh as day 1 unlike other litters I've used in the past."

"It works soo much better. It clumps better and is soo much easier to pick up and clean. Plus kitty notices it and I can tell the difference in her behavior after switching because yes I've decided to switch!"

Data-driven Insights

Curious how we can drive the same results for you?

REQUEST DEMO

Product Performance Scorecard

Verbatims pulled from qual IDs digging into the product experience.

Overall	Score
Cat acceptance & behavior	Excellent
Maintenance & scooping	Excellent
Scent	
Odor coverage	Excellent
Appeal of aroma	Excellent
Strength of aroma	Good
Durability of scent	Good

Reviews
"Still completely sold on this. Today's cat litter is seriously better than others. Love how easy it is to scoop."
"Cleaning with highlight and really love how fast."
"Efficiency improvement most seen in scooping up urine and feces when full. Best. Smells. Natural aroma is appealing overall."
"Best way 2021. A few days for stronger for better."
"While scent lasts longer than most of competitors, could think, competitors are always happy with scent is stronger and lasts longer."