

Product & Line Optimization for King's Hawaiian



Challenge

King's Hawaiian came to us in February 2021 to discuss potential line extensions heading into the new year. As a dominant player in the bakery space, King's Hawaiian needed to understand consumer reactions to potential new products in the pipeline among current and potential customers.

Solution

We packed and shipped the new King's Hawaiian products to a curated segment of our community for agile in-home testing in just two days.

- 180** Buns sent nationwide
- 94%** Survey Completion Rate from targeted Highlighters
- 4** Days from product receipt to initial data

Result

In less than two weeks, King's Hawaiian was ready to revise its roadmap for its new product line.

What we delivered:

- Understanding of key sensory insights to optimize product formulation
- Prioritization across products in the innovation pipeline
- Assessment of brand fit and product resonance among loyal and new customers
- Ranking of consumption occasions and in-home use case resonance
- Qualitative depth via honest, unbiased open-ended product feedback



Side-by-side Scorecard:
Key KPIs (NET)

	Product A	Product B	Product C	Baked goods category benchmark	Performance	Summary	Representative Verbatim
KPI #1	55%	58%	58%	51%	Excellent	Summary Insight 1	Quote 1
KPI #2 (1 to 5)	4.2	4.8	4.6	3.1	Excellent	Summary Insight 2	Quote 2
NPS (0-10)	8.9	9.3	9.3	7.6	Excellent	Summary Insight 3	Quote 3

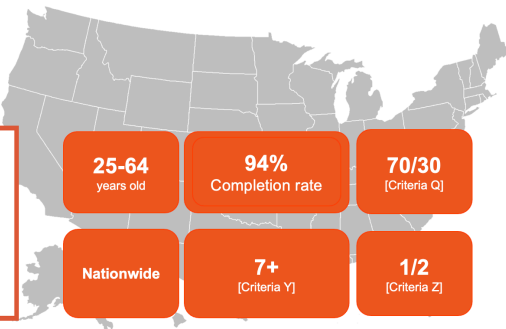
“ My favorite thing about these buns is the sweetness. You can 100% tell they were made because they are **incredibly reminiscent of the sweet dinner rolls**. I love these almost a little bit more though because they are quite as sweet. Mixed with these mesh so incredibly well with the other flavors, not overwhelming just the **perfect hint** also

hem as
pot on!

1 buyer, HH of 2, no kids



Who we reached



Highlight x **KING'S HAWAIIAN**

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

- 1 Try your King's Hawaiian*
- 2 Fill out the corresponding survey in your Highlight account.

ALLERGEN NOTE: Contains: Egg, Soy, Milk, Wheat
Email highlight@kingshawaiian.com with questionnaire

25-64
years old

94%
Completion rate

70/30
[Criteria Q]

Nationwide

7+
[Criteria Y]

1/2
[Criteria Z]

le-by-side Scorecard:
Product Attributes

	Product B	Product C
10%	72%	68%
10%	74%	72%
6%	48%	47%
5%	72%	79%
7%	63%	81%
1%	76%	61%
	78%	76%

Attribute / 46%

*colored for directional insights, not stat sig, low n

“The Highlight team was incredible to work with every step of the way. We needed a partner that would enable us to make quicker yet well-informed decisions in a more cost efficient manner and Highlight delivered on that and beyond. The team was very responsive, flexible with our screening and survey requirements and kept me informed throughout the project. Their online dashboard was easy to use and enabled me to monitor the results in real-time so I could keep my team informed throughout the study. I’m looking forward to our next project with the team!”

Jenn
Sr Manager, Consumer Insights
at King's Hawaiian

Curious how we can
drive the same results
for you?

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