

# Agile At Home Learning for SnackFutures



## Challenge

The SnackFutures sensory team at Mondelez International came to us in April 2021 for support in launching a new sustainable snack product under one of its emerging brands. SnackFutures needed to test the product as early as possible in the learning journey, **to better understand formulation and messaging of leading edge ingredients, sourcing, and formulations.**

### Solution

We packed and shipped three flavors of this early stage product, to the better for you segment of our community for agile in-home testing in just two days.

**90** Samples sent nationwide

**98%** Survey completion rate from targeted Highlighters

### 3 Days from product receipt to initial data



## Result

**In less than 10 days, the SnackFutures team was ready to adjust the recipe and messaging,** prioritizing the nutritional elements and benefits that matter most, using consumer-friendly language.

### What we delivered:

- Instant access to a live dashboard of results coming in on day 1
- Understanding of key drivers of interest and product fit within existing snack routine
- Prioritization of the flavor profiles and messages that resonated most, based on dietary preferences
- Qualitative texture to discern the right balance of flavor, ingredients, and nutrition that appeal
- The right ways to introduce consumers to new formulations and sourcing methods



### Highlight x SnackFutures

In-home Test & Learns

In April 2021, Highlight sent 3 SKUs to 30 better-for-you enthusiasts nationwide (average age 29.5), for directional A/B flavor testing.

	Flavor 1	Flavor 2	Flavor 3	CATEGORY BENCHMARK
<b>KEY BENCHMARK METRICS</b>	30n	30n	30n	n
NPS (0-10)	6.7	6.1	7.5	6.9
Overall Rating	7.4	6.9	8.1	7.1
0 (hate-it) to 10 (loved)				
Overall Taste/Flavor	3.3	3.7	4.3	3.3
1 (don't like at all) to 5 (like very much)				
<b>DETAILED FEEDBACK</b>	30n	30n	30n	
<b>Texture</b>				
1 (don't like at all) to 5 (like very much)	3.4	3.3	3.1	
<b>Aroma</b>				
1 (don't like at all) to 5 (like very much)	3.7	4.0	3.8	
<b>Appearance</b>				
1 (don't like at all) to 5 (like very much)	3.7	3.8	4.0	
<b>Aftertaste</b>				
1 (don't like at all) to 5 (like very much)	3.3	3.6	3.1	
<b>Amount of Flavor</b>				
This is the right level of flavor	62%	45%	55%	
<b>Amount of Sweetness</b>				
This is the right level of sweetness	79%	42%	48%	
<b>Amount of Fruitness</b>				
This is the right level of fruitiness	62%	48%	48%	
<b>Amount of Zest</b>				
This is the right level of zest	69%	53%	55%	
<b>Amount of Softness</b>				
This is the right level of softness	38%	51%	31%	
<b>Amount of Chewiness</b>				
This is the right level of chewiness	41%	48%	38%	
<b>Amount of Crispiness</b>				
This is the right level of crispiness	34%	38%	38%	

Note: these insights are directional in nature, given sample sizes. 30 products sent with a 87% response rate depending on flavor and 6 follow-up trial in-depth interviews conducted. Benchmarks include scores from 60+ brands in the better for you snack category.

“Highlight gives product testing at home a fresh look and feel which was missing in the industry. It is not only the turnaround of the results but also the pragmatic approach of the Highlight Team to make it happen for the client in the best possible way!”

Barbara Schandl  
Insights Lead at SnackFutures Innovation

Curious how we can  
drive the same results  
for you?

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