



BloxSnacks Gets the Data They Need for Retailer Sell-in

Highlight.

1HUT by the Numbers

1 day to fill recruit with both children and parents from Highlight's owned community of testers

2 days from product shipment until live dashboards were available via the Highlight platform

2 weeks from product shipment to final Advanced Report delivery

THE CHALLENGE

The better-for-you kids' fruit snack category is competitive and quickly growing, but the team at BloxSnacks knew their FruitBlox product was special: a healthier alternative to other fruit snacks with an innovative marketing strategy leveraging Youtube influencer trading cards.

The BloxSnacks team came to Highlight for the substantive product data needed to solidify the product's rightful position on shelves. This data will bolster their existing relationship with multinational retailers, and help open doors for swift expansion into others.

THE RESEARCH SOLUTION RETAIL READINESS

Highlight recruited 120 parents of kids aged 8 to 12 for a 4-day sequential monadic study to test 3 flagship flavors. Parents and kids took point-in-time surveys to capture purchase intent, sensory feedback, and reactions to YouTube marketing content.

THE RESULTS & IMPACT

QUICK(ER) RETAILER DATA

1 Data analysis around 10+ key metrics packaged in impactful slides to use for immediate multinational retailer conversations.

COMPELLING SELL-IN STORY

2 Claims testing data gave FruitBlox the validation needed for a successful go-to-market strategy anchored in real consumer reactions to both the product and packaging.

PACKAGING NEXT STEPS

3 Testers loved FruitBlox's YouTube content; testing revealed more usage occasions and consumer interests to expand marketing efforts.