



# Tree Top Refines Retailer Strategy with Highlight

Highlight.

## THE CHALLENGE

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The Tree Top team, on the verge of launching their new kid's applesauce product, did not know which SKUs to prioritize to ensure maximum success in store. The time had come to make critical decisions around flavors and textures, and they needed to come to a data-informed conclusion—fast.

Confidence around the product's performance would ultimately be used to determine retailer sell-in strategy. Tree Top came to Highlight to manage logistics of recruiting children, blinding products, and compiling data to tell a compelling story.

## THE RESEARCH SOLUTION RETAIL READINESS

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Highlight recruited 75 pairs of children and parents who regularly consume applesauce from its Community of testers.

Participants tested 5 flavors of applesauce in a 4 day sequential monadic study. They recorded sensory feedback per product in 5 unique surveys.

## THE RESULTS & IMPACT

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### 1 SKU PRIORITIZATION

The study illuminated which SKUs were outperforming, and therefore which SKUs to move forward with in stores.

### 2 CONSUMER-BACKED MARKETING

Testers had strong ideas around how to best market the Tree Top products in stores, and their detailed open-ended feedback helped craft a compelling marketing message.

### 3 RESOURCE ALLOCATION CONFIDENCE

Data-backed confidence allowed the Tree Top team to bolster their launch with additional marketing funds.

## 7 HUT by the Numbers

7

Days from product shipment to final data delivery, including a key metrics scorecard comparing sensory performance across 5 flavors

340

Product samples were blinded, relabeled, and shipped to consumers

97%

Study completion rate among parents & their children