

Agile In-home Consumer Research

[Brand Redacted] | February 2021

Highlight.TM

INSIGHTS REPORT

All numbers in this
report are for example
purposes only!

With questions, email hello@letshighlight.com

Report Content

01. Research Approach
02. Product A Findings
03. Product B Findings
04. Full Dataset

01

Approach

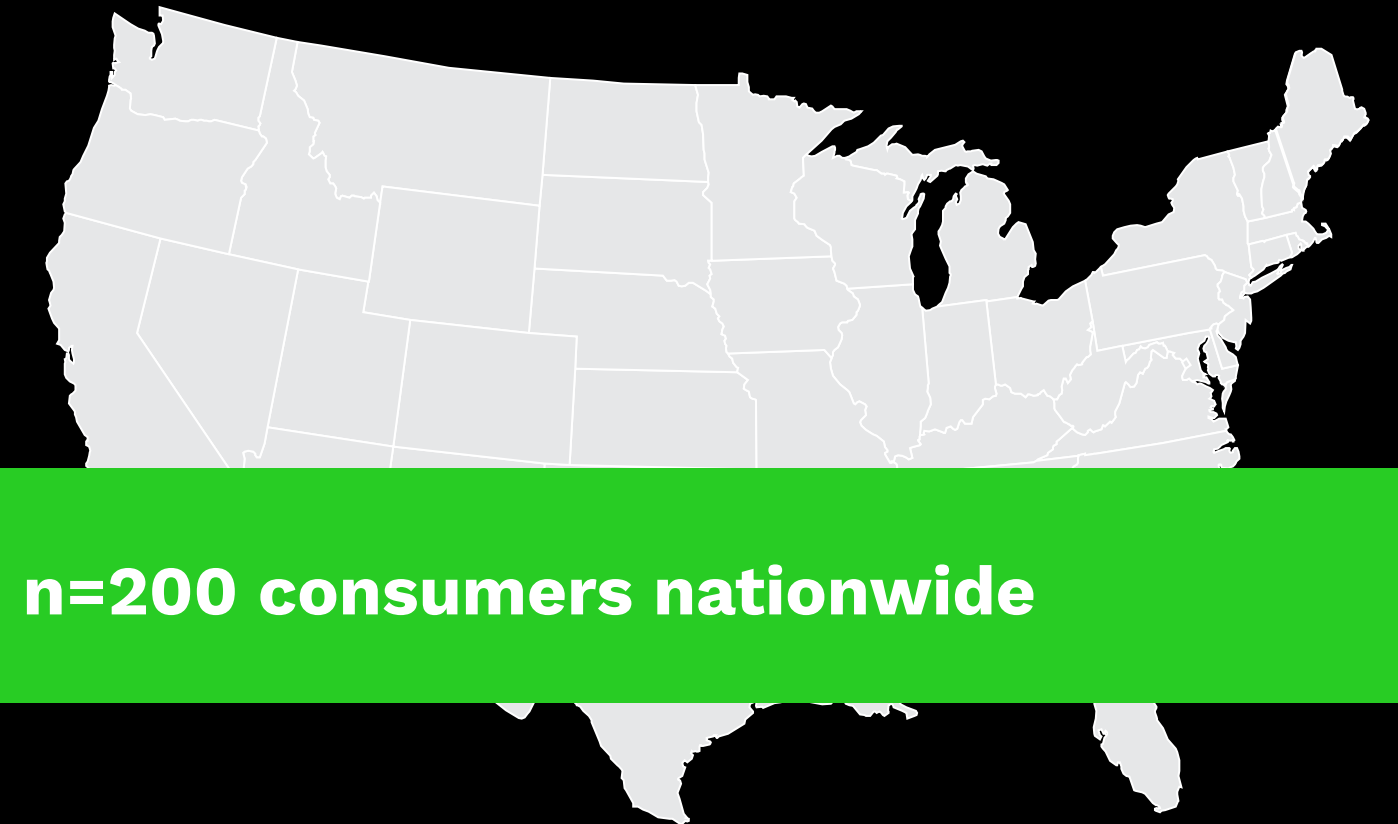
In February 2021, the Highlight & [brand] teams partnered to conduct a scaled test and learn for [brands] two newest products: [Product A] and [Product B]

Consumers were sent 2 products of each new flavor (4 products total) for research purposes. Consumers took 1 survey on each flavor, for quality validation and overall product feedback.



1. Key Demographics Reached

2. Key Psychographics Reached



Reached n=200 consumers nationwide

01. Approach

Key Demographics Reached

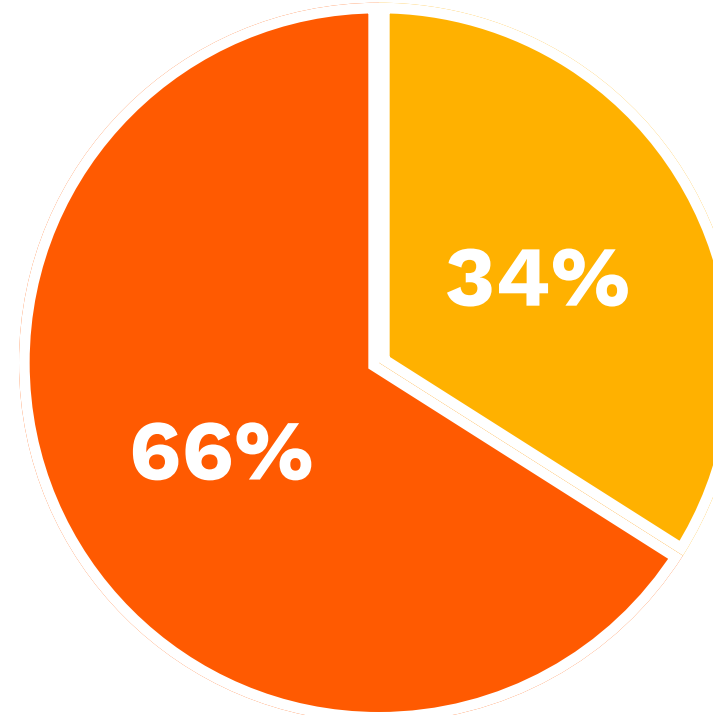
29
Average Age

Total Consumer Reached

125

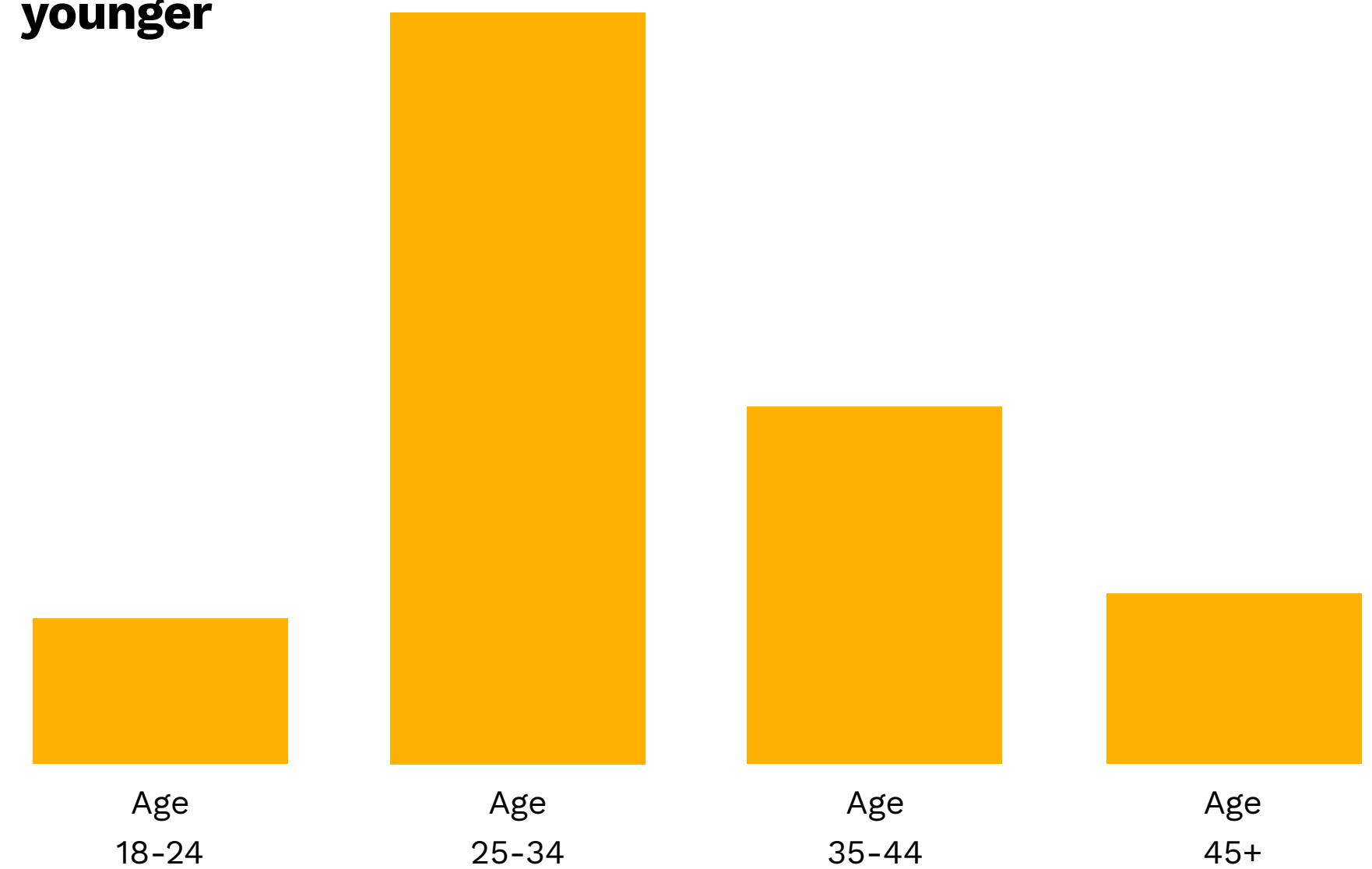
Gender Distribution

- Male
- Female



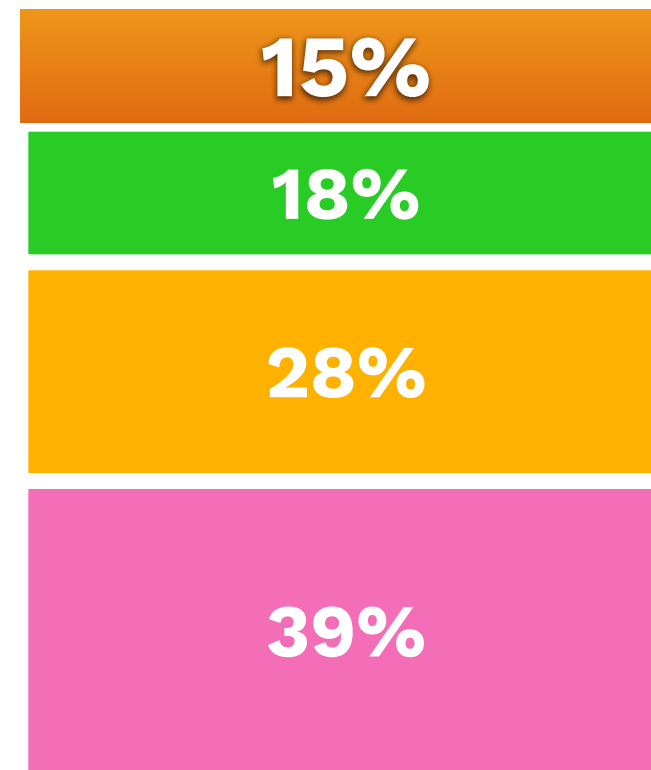
Age Distribution

18-64, skewing younger



Regions

- Northeast
- Midwest
- South
- West



Total Survey Responses

118

94.4% Completion Rate!

01. Approach

Key Psychographics Reached

A range of [specific diet]-forward (I eat meat/dairy/eggs but also look for [specific diet]-based alternatives) to **100% [specific diet]-based**

A range of [specific dietary restriction] cookie and

Consumers interested in [specific dietary restriction] cookies, and some familiar with [Brand]

A range of brand awareness - at least 50% very familiar

All excited to try new, innovation-stage products (and willing to sign an NDA)

All interested in trying a new [specific dietary restriction] cookie (and have no dietary restrictions to ingredient

02

Findings



Product A

I eat [brand] chocolate chip cookies very often. This [specific dietary restriction] version definitely has a different taste and texture from what I'm used to...but I like it! The dark chocolate chips have a rich and satisfying flavor. The crunch is nice. I don't miss the butter. The flavor remains pretty authentic without it! All and all I'm impressed. This cookie worked for me and I would highly recommend it to my [specific dietary restriction] sister and friends.

Jo | 27, Personal Chef

Product A

1-Pager

	Product A	Category Average	Performance	Key Finding	Representative Verbatim
Appeal	8.1	7.76	Excellent	Can't even tell it's [specific dietary restriction]!	<i>It was delicious! Hard to believe it's [specific dietary restriction]. Tastes like a regular cookie.</i>
Taste	7.3	7.19	Excellent	Delicious and exceeds expectations!	<i>Just wow. This cookie was absolutely delicious. Couldn't just eat one.</i>
Appearance	7.3	-	Good		
Buttery Taste (JAR %)	70.9%	-	Excellent		
Amount of Flavor (JAR %)	60.7%	67%	Needs improvement		
Sweetness (JAR %)	76.3%	69%	Excellent		
Texture (JAR %)	56.7%	54%	Good		
Aftertaste (T2B)	54.1%	53%	Excellent		
Compared to similar sweets	7.1	6.3	Excellent		
NPS	7.3	7.5	Excellent		

02. Product A

Overall appeal

These were so good! I honestly couldn't tell they were [specific dietary restriction]. They're on the thinner and crispy side, but I love those chocolate chip cookies :)

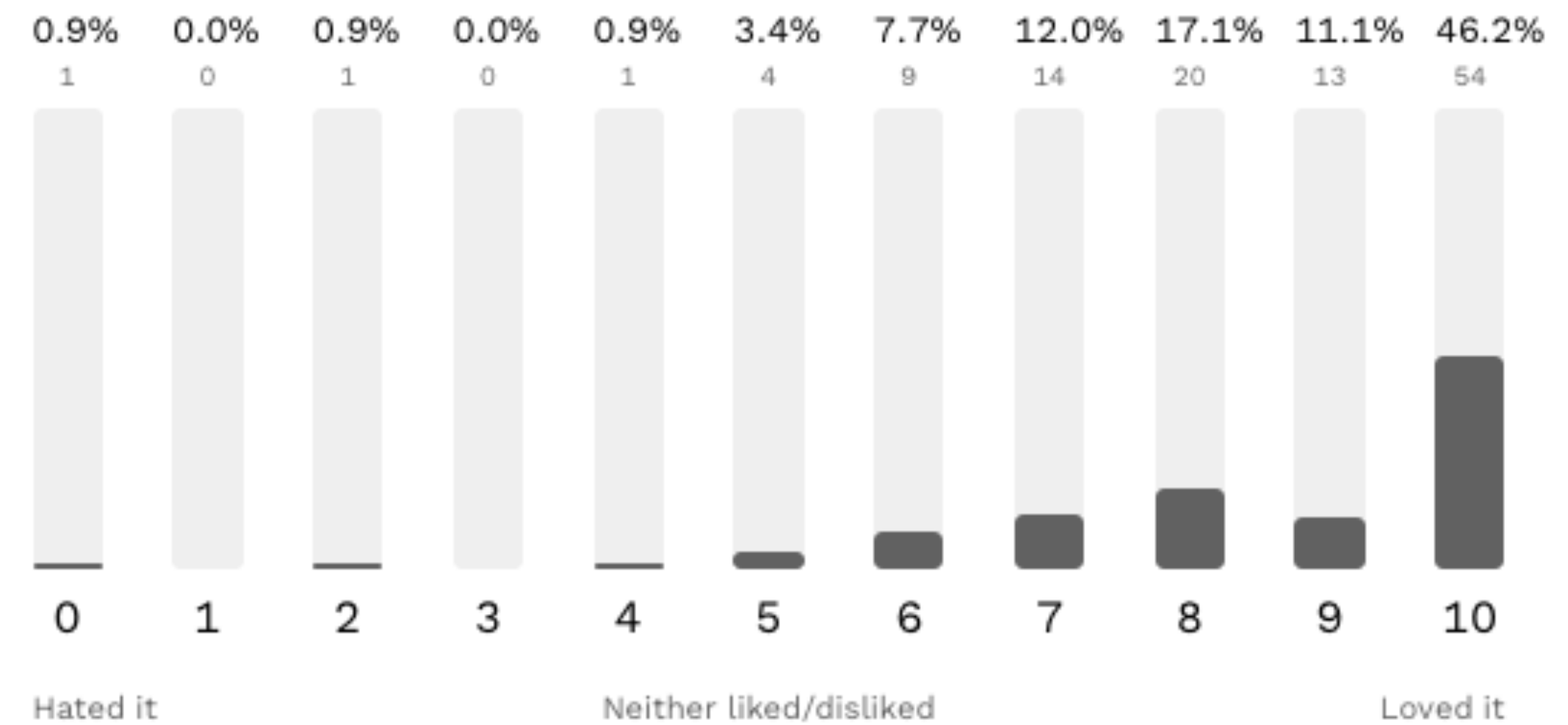
It was delicious! Hard to believe it's [specific dietary restriction]. Tastes like a regular cookie. I noticed the texture was a bit different from the rest of [brand] products, however it didn't take away from the overall experience.

Xxxx

How much did you enjoy this product overall?

8.6
Product A Chip Rating

7.96
Sweet Snack Average



02. Product A Findings

Taste

The crispiness and taste is hard to believe that this is [specific dietary restriction], they are delicious. Only thing I found the chocolate chip cookie to be a bit salty.

Nice consistency and aftertaste. The cookie is very crispy and feels light.

I eat chocolate chip cookies very often. This [specific dietary restriction] version definitely has a different taste and texture from what I'm used to...but I like it! The dark chocolate chips have a rich and satisfying flavor. The crunch is nice. I don't miss the butter. The flavor remains pretty authentic without it! All and all I'm impressed. This cookie worked for me and I would highly recommend it to my [specific dietary restriction] sister and friends.

They tasted great and I enjoyed the texture. The unique crispiness was unexpected. I usually don't enjoy a crispy cookie but the texture was nice and light. I really appreciate the opportunity to sample these cookies.

You are the cookie Gods! I love that I can sit back and enjoy my [specific dietary restriction] cookies, and put them out on a platter and no one would be the wiser. Thank you for allowing me to try them. My new favorite.

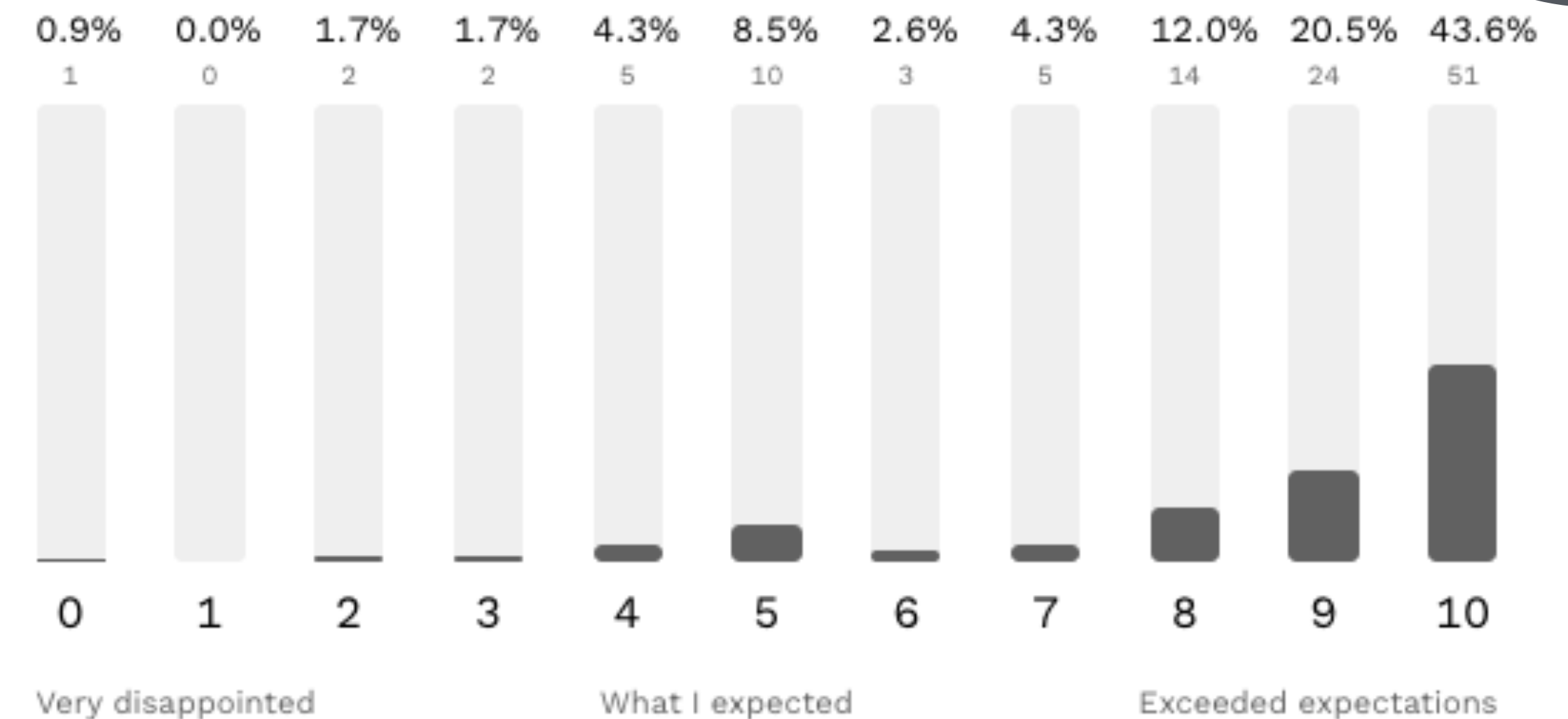
8.3

Product A Rating

8.1

Sweet Snack Average

Compared to what you expected, how much did you enjoy the **taste/flavor** of this product?



02. Chocolate Chip Findings

8.3

Product A Rating

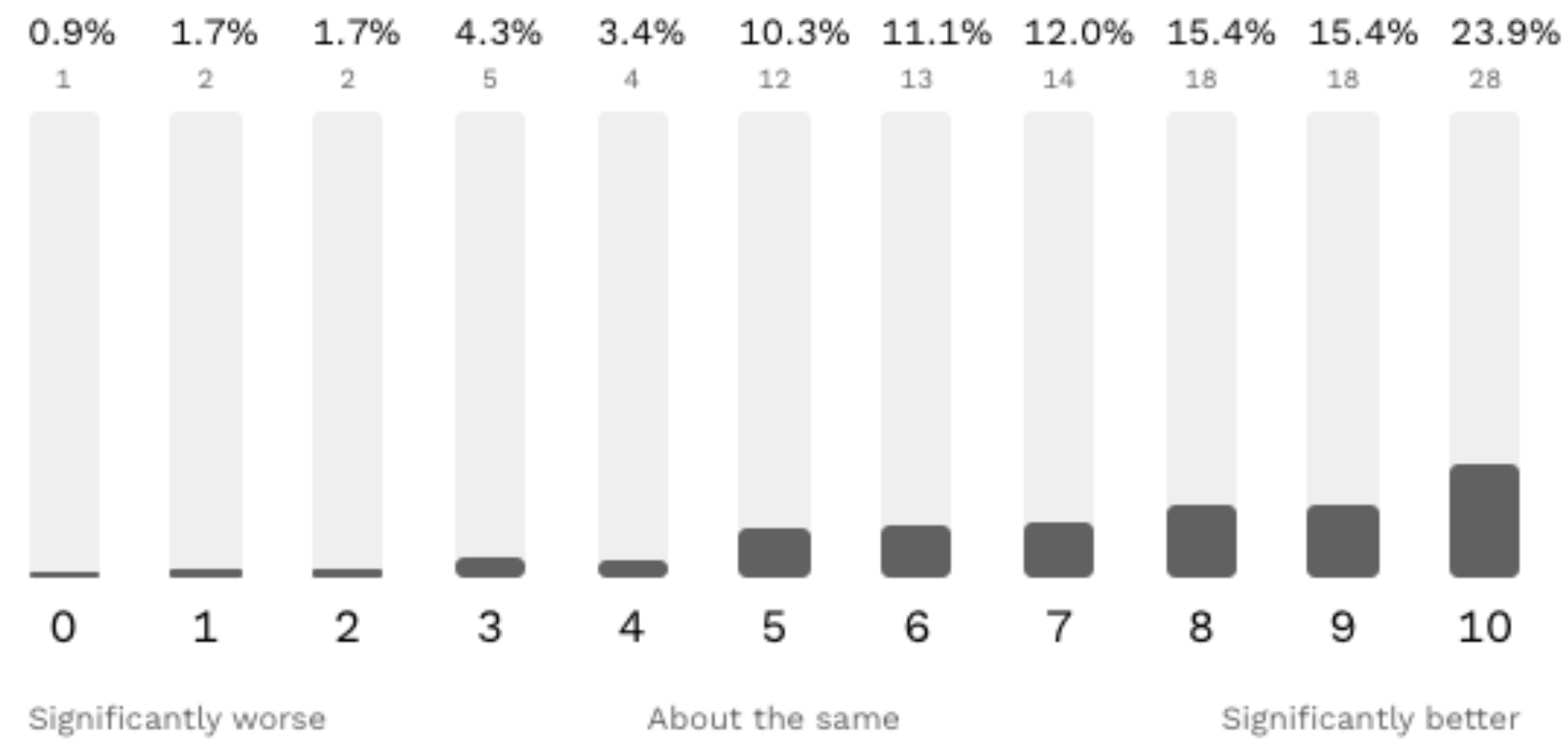
7.3

Sweet Snack Average

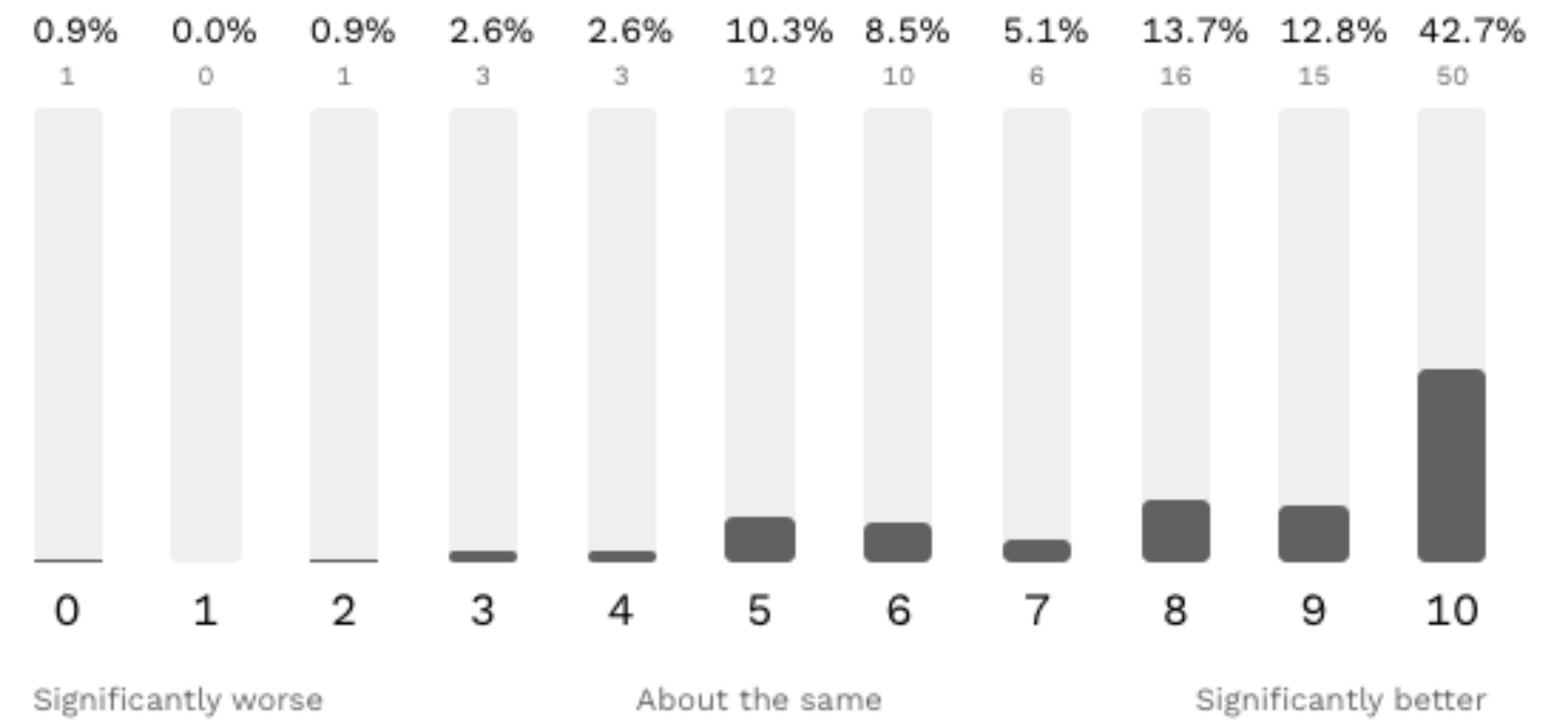
7.1

Product A Rating

How does this compare to other cookies or similar sweet snacks or desserts you've tried?



How does this compare to other **[specific dietary restriction]** cookies or similar **[specific dietary restriction]**



02. Product A Findings

NPS

I love that you are attempting to create a [specific dietary restriction] version of an already awesome product. [Brand] is definitely one of my favorite cookie brands, and to see that you are conscious of animal rights and environmental issues is really just the icing on the cake when examining an already great company. Thank you.

Xxxx

xxxx

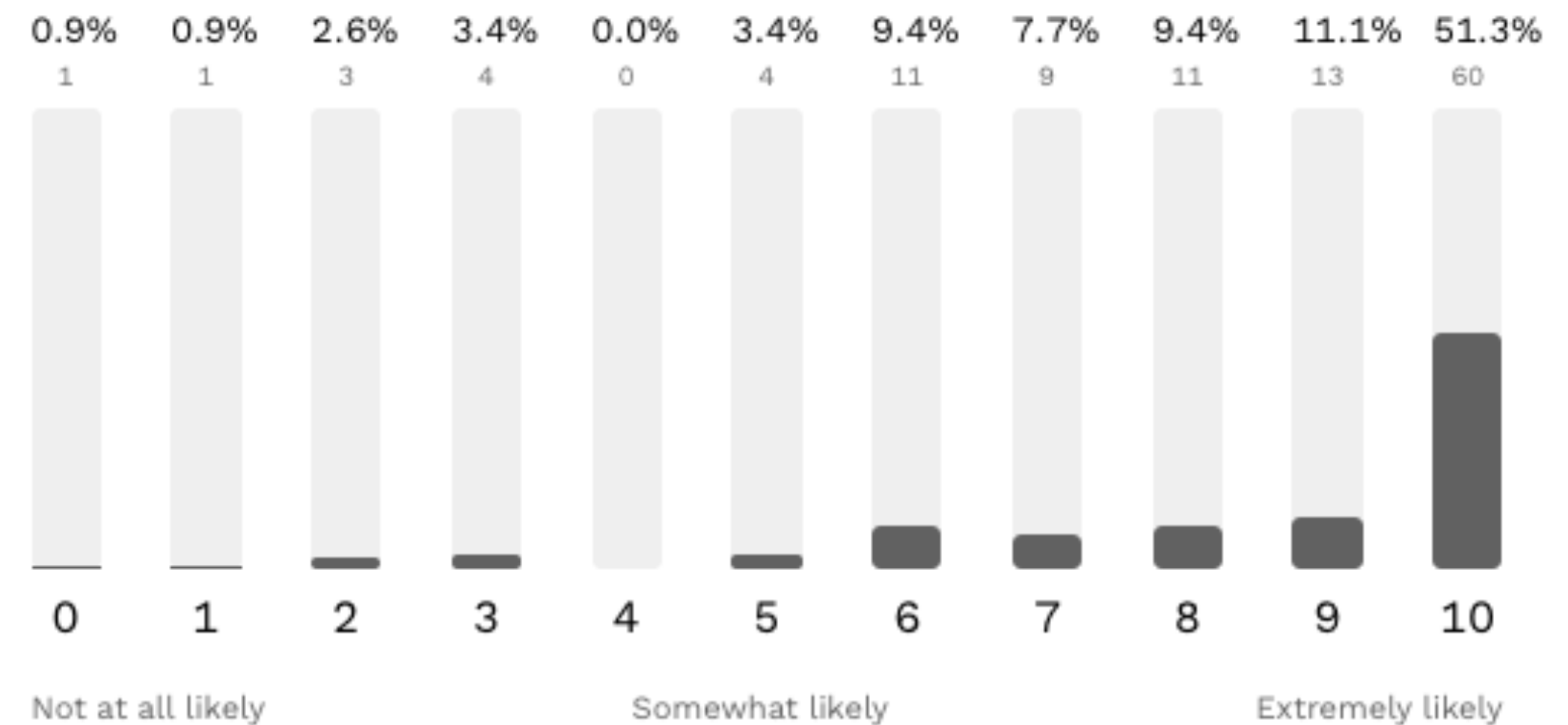
How likely is it that you would recommend this product to a friend, family member, or colleague?

8.0

Product A Rating

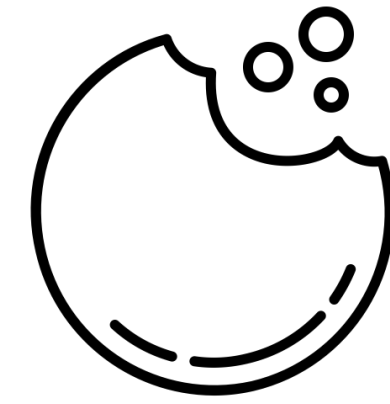
7.6

Sweet Snack Average



03.

Findings



Product B

This is the best [specific dietary restriction] cookie I have ever had, I seriously am obsessed with it. It is better than all of the [specific dietary restriction] brands of cookies (Partake, Sweet Lorens, Enjoy Life, etc.) this tastes like a non [specific dietary restriction] cookie!! And it is better than [specific dietary restriction] cookies that just happen to be [specific dietary restriction] (Oreo, Nutter Butter, etc.) because it has such a good flavor profile!

03.

Product B

1-Pager

	Product B	Category Average	Performance	Key Finding	Representative Verbatim
Appeal	8.3	7.96	Excellent	Can't even tell it's [specific dietary restriction]!	<i>I don't know that I've had a cookie that tastes like this before and I don't know how I lived without it! It was super flavorful and interesting. It kept me wanting more.</i>
Taste	8.0	7.1	Excellent		
Appearance	7.4	-	Good		
Buttery Taste (JAR %)	63.3%	-	Good		
Amount of Flavor (JAR %)	59.8%	57%	Excellent		
Sweetness (JAR %)	66.3%	59%	Excellent		
Texture (JAR %)	56.7%	44%	Excellent		
Aftertaste (T2B)	54.1%	53%	Good		
Compared to similar sweets	7.1	6.3	Excellent		
NPS	8.0	7.6	Excellent		

03. Product B Findings

Overall appeal

Very good cookie. I was pleasantly surprised by how well the maple and vanilla bean flavors blended with each other.

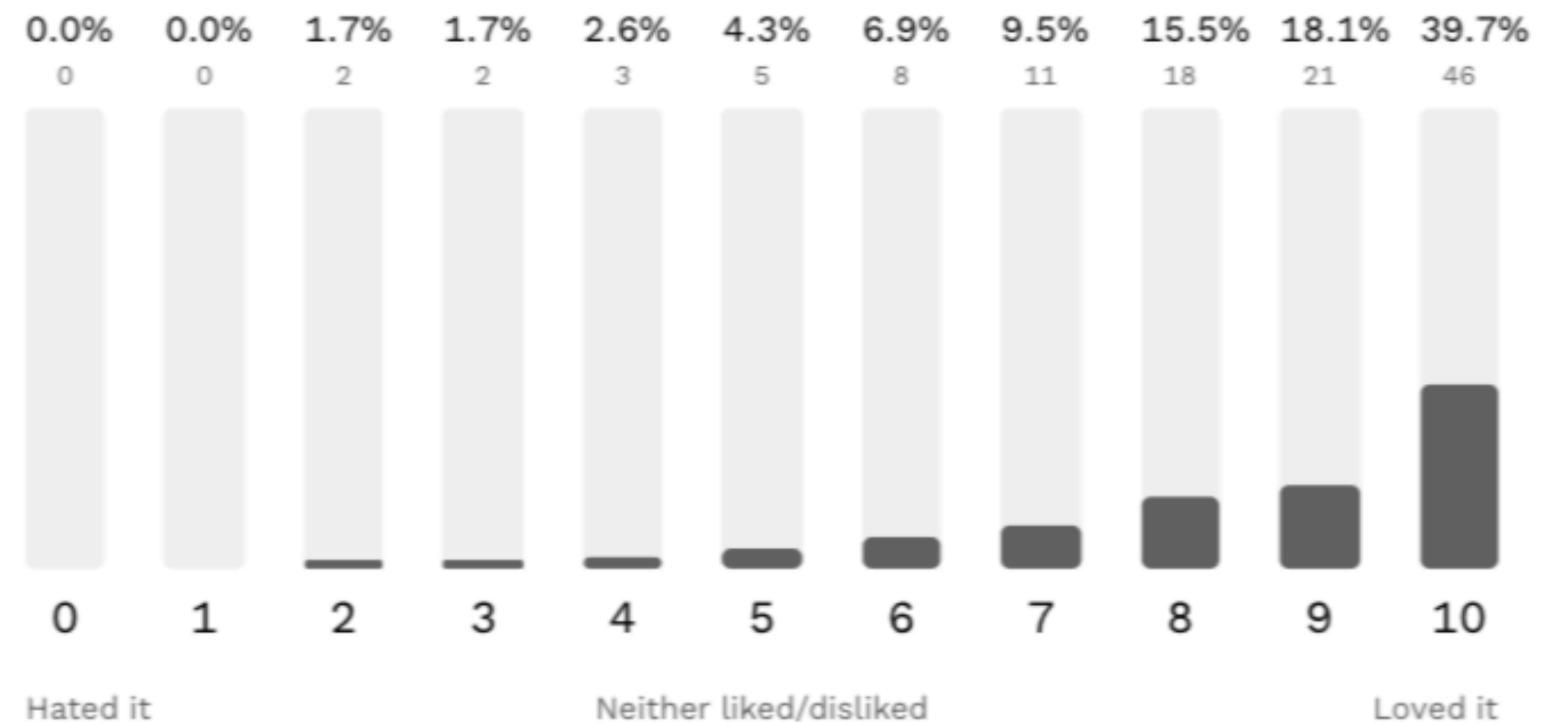
Crispy and sweet. Subtle maple flavor. Really nice consistency.

Omg it was so good! I can't believe [specific dietary restriction]. It's perfect.

I felt this was an excellent tasting cookie! I wouldn't know by taste if this was [specific dietary restriction] or not! Crisp and lovely vanilla flavor. I was expecting a maple flavor and didn't taste any. Loved the cookie, I just found maple in the description confusing, as I didn't taste the maple.

This cookie is soooo good. I love the mix of flavors and it has this really great saltiness at the end that really ties it all together. Also has a really nice crunch. I don't have any negatives to share!

How much did you enjoy this product overall?



7.9
Product B Rating

7.6
Sweet Snack Average

03. Product B Findings

Taste

I was expecting it to taste bland because it is [specific dietary restriction], and I was shocked because it tasted so good and maple-y.

I was expecting it to taste more like maple but I only got the faintest taste! The vanilla bean came through well in the cookie! When I opened the package, the maple whiffs were strong therefore, I was expecting the flavors to be the same!

I was expecting it to taste overly sweet because it's vanilla bean maple, and I was surprised at how balanced the flavors were because it tasted sweet and salty.

I was expecting a bland flat cookie because it is [specific dietary restriction] and I had never had a cookie of this flavor and I was pleasantly surprised and the different levels of flavor and how I kept wanting more.

I was expecting it to taste like maple syrup because maple can be a strong flavor, and I was so happy because it tasted like maple but also you could actually taste the vanilla bean and its amazing!

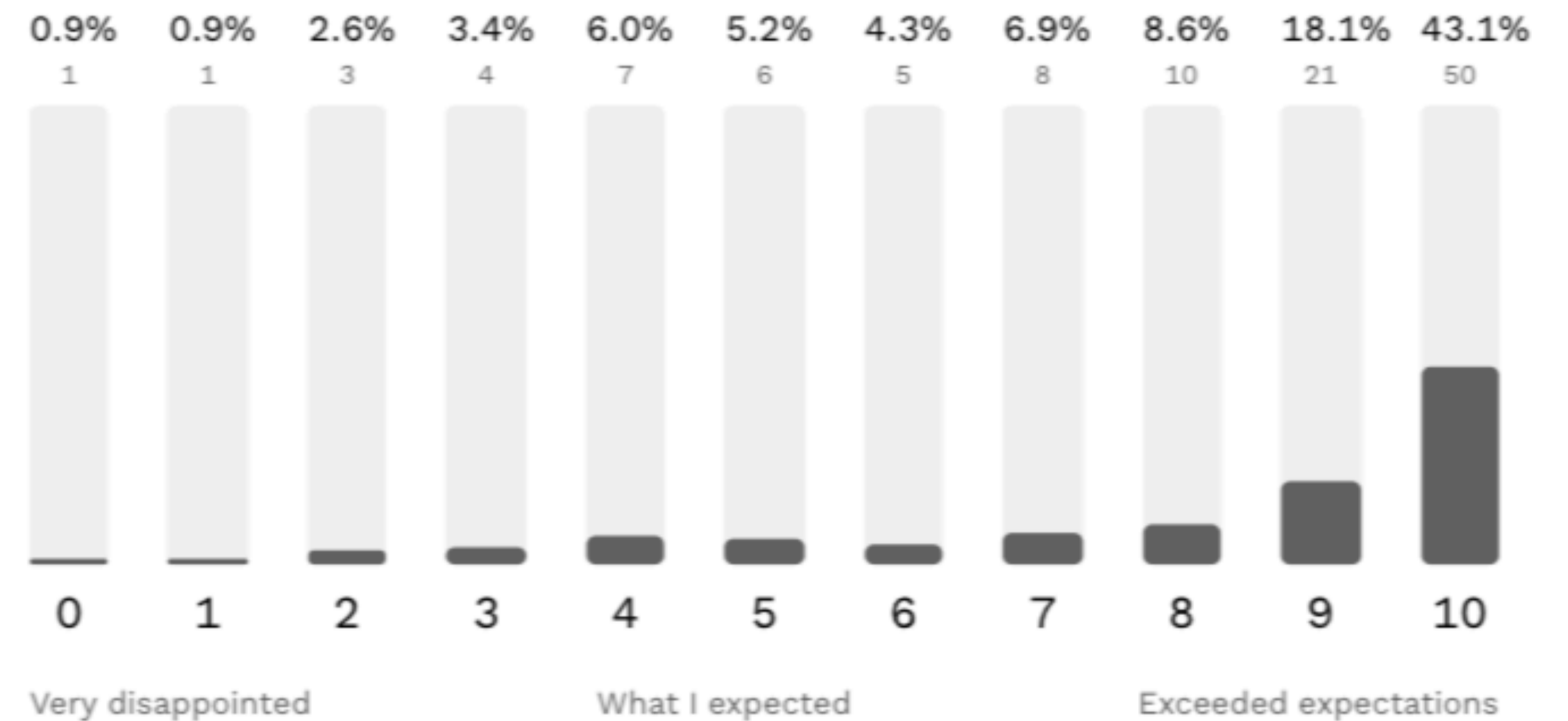
8.0

Product B Rating

7.1

Sweet Snack Average

Compared to what you expected, how much did you enjoy the **taste/flavor** of this product?



03. Product B Findings

Appearance

The cookie had a nice color - didn't look pale and under baked or dark and burnt. I liked the black flecks in the cookie because it made me feel like the cookie were made with real vanilla beans.

The appearance belies how complex it is! So much flavor in a flat and monochrome cookie! I did appreciate seeing flecks of vanilla bean in the cookie while I was savoring my first bite.

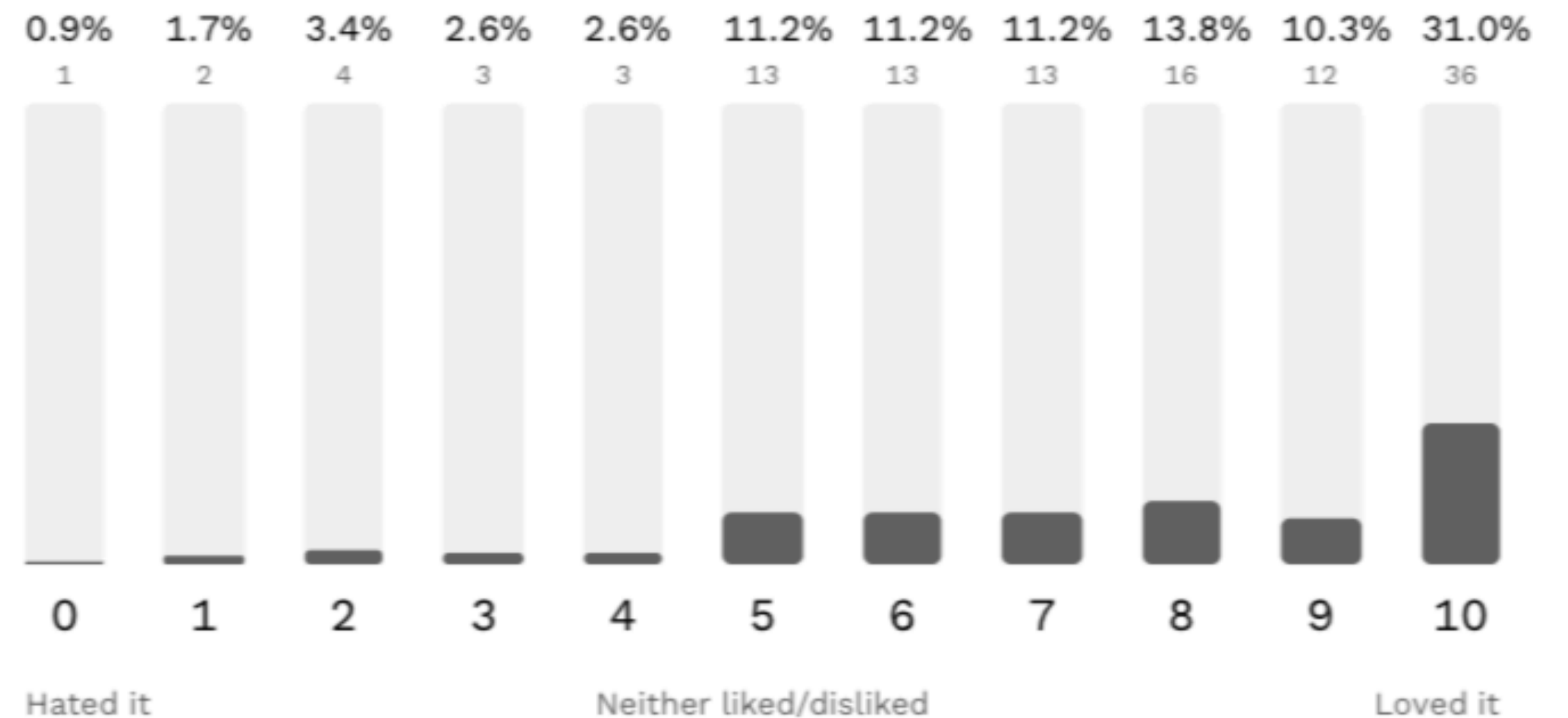
I liked the smoothness of this cookie and it looked to be baked perfectly and the right golden color I would want.

I think the appearance is smooth and round just like a cookie should be but as I mentioned above, it looked like it was missing a little "pizazz".

I was expecting something smaller, and a softer texture, almost foam like, like other [specific dietary restriction] brands I've tried. This cookie has that light, airy, crisp texture. It looks like a homemade cookie. The color is spot on.

7.4
Product B Rating

What's your reaction to the **appearance** of the cookie?



03. Product B Findings

Aftertaste

Very good cookie. I was pleasantly surprised by how well the maple and vanilla bean flavors blended with each other.

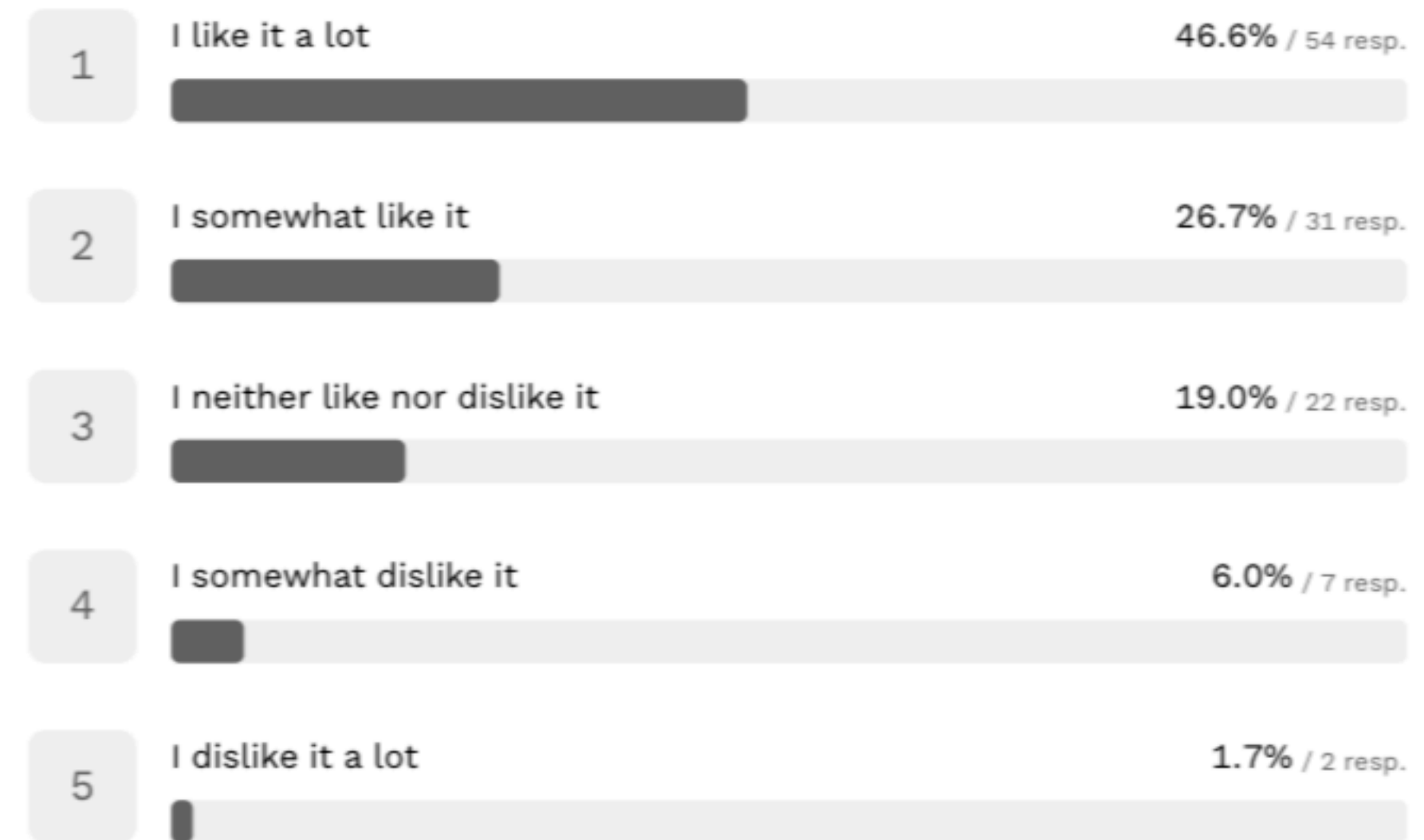
Crispy and sweet. Subtle maple flavor. Really nice consistency.

Omg it was so good! I can't believe [specific dietary restriction]. It's perfect.

I felt this was an excellent tasting cookie! I wouldn't know by taste if this was [specific dietary restriction] or not! Crisp and lovely vanilla flavor. I was expecting a maple flavor and didn't taste any. Loved the cookie, I just found maple in the description confusing, as I didn't taste the maple.

This cookie is soooo good. I love the mix of flavors and it has this really great saltiness at the end that really ties it all together. Also has a really nice crunch. I don't have any negatives to share!

How would you rate the **aftertaste** of this cookie?



63%

Product B Rating
(T2B)

60%

Sweet Snack
Average (T2B)

I love that you are attempting to create a [specific dietary restriction] version of an already awesome product. [Brand] is definitely one of my favorite cookie brands, and to see that you are conscious of animal rights and environmental issues is really just the icing on the cake when examining an already great company. Thank you.

Rebecca | 30, Homemaker

04

Full Dataset

Go to portal.letshighlight.com to access all project documents: screener, survey, final dataset, and more.

Thank you!

Highlight.TM *letshighlight.com*

highlight.