



[Brand]

[Product]: Market

Test Report

MFour Research + [Brand]

Aug 11, 2023

OBJECTIVES & METHODOLOGY

Objectives

A market test was conducted to gather consumer feedback on [Brand] [Product].

QUANTITATIVE CONSUMER FEEDBACK ON:

- Future Purchase Interest
- Overall Satisfaction
- Frequency of Purchase
- Quality Perceptions
- Taste Perceptions
- Value Perception
- Portion Size
- Believability
- Likes & Dislikes
- Impact on Perceptions of [Brand]

Research Methodology

WHO

Total N=185

[Product1] n=63
[Product2] n=122

- Age 21+
- [Brand] Non-Rejectors
- Concept/Category Acceptors

WHAT

10 MINUTES

Geo-Targeted Mobile Intercepts

Dates: November 1, 2022 – January 2, 2023

WHERE

[States]

HOW

QUANTITATIVE SURVEY

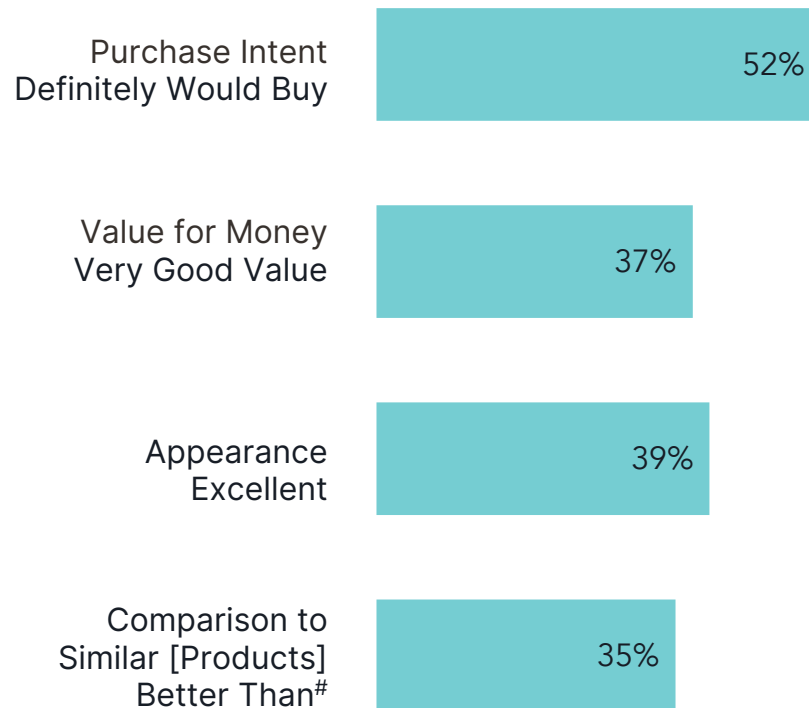
In-Store Directed Shop:

Recruit consumers to visit specific [Brand] locations to purchase a [Product] and provide feedback.

EXECUTIVE SUMMARY

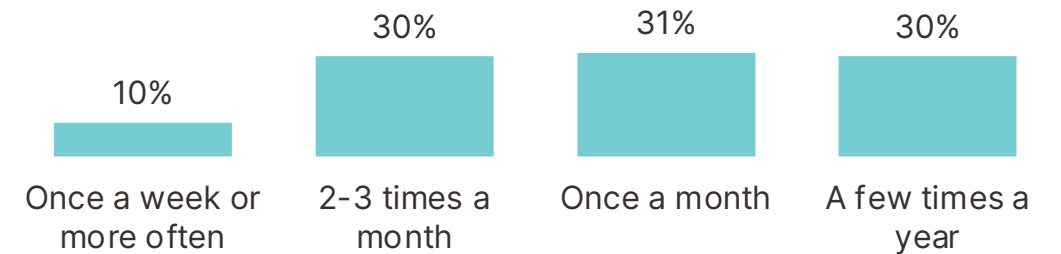
Overall Performance Summary - Total

KEY PERFORMANCE INDICATORS



PURCHASE FREQUENCY[^]

(Those who indicated T2B PI)



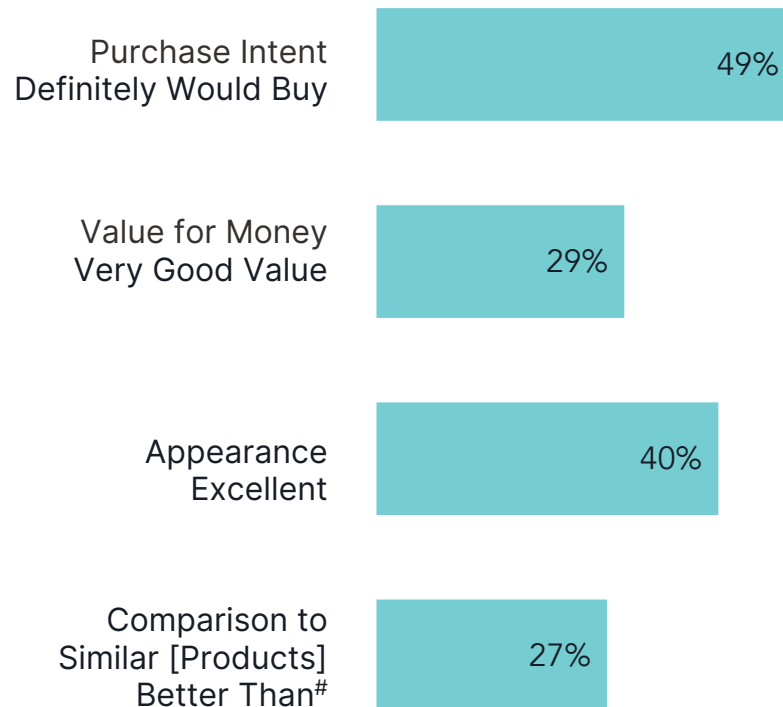
FUTURE VISITATION



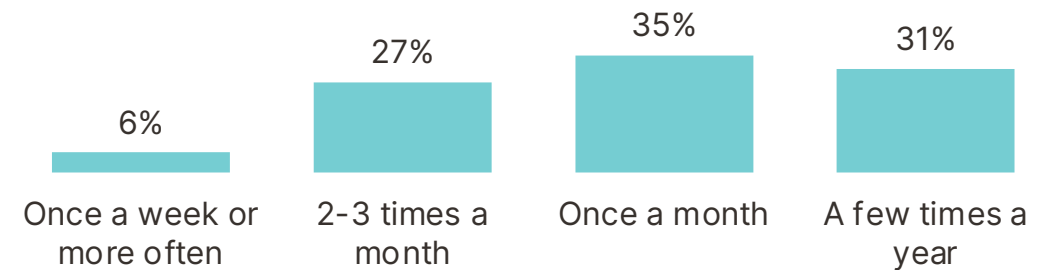
Base: Total Sample (185)
 Better than# - Total Sample (89)
[^] T2B PI - Total Sample (152)

Overall Performance Summary – [Product1]

KEY PERFORMANCE INDICATORS



PURCHASE FREQUENCY[^] (Those who indicated T2B PI)



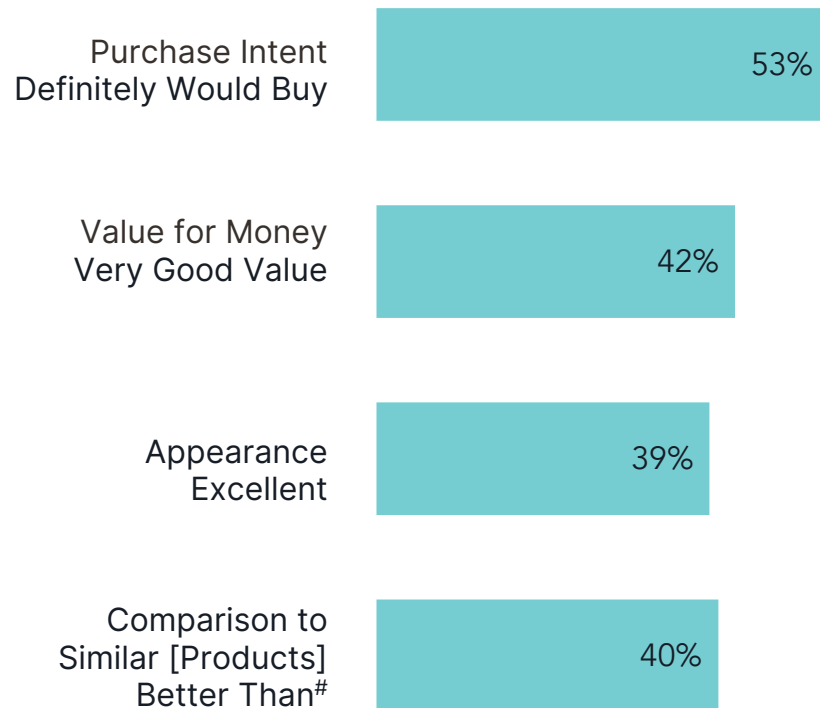
FUTURE VISITATION



Base: Total Sample (63)
 Better than# - Total Sample (37)
[^] T2B PI – Total Sample (51)

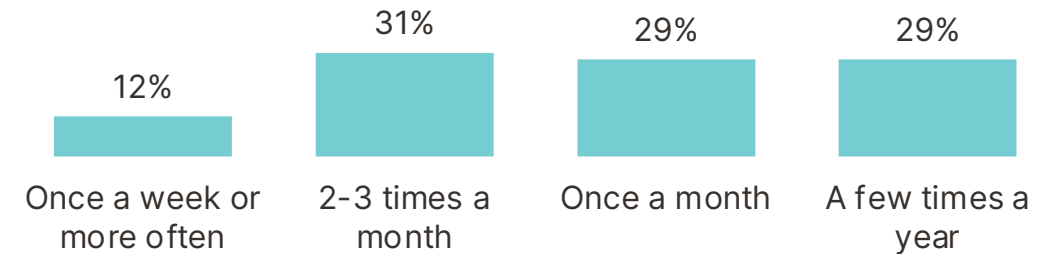
Overall Performance Summary – [Product2]

KEY PERFORMANCE INDICATORS



PURCHASE FREQUENCY[^]

(Those who indicated T2B PI)



FUTURE VISITATION



Base: Total Sample (122)
 Better than# - Total Sample (52)
[^] T2B PI – Total Sample (101)

Key Metrics Summary by Item

	%	Total	[Product1] (A)	[Product2] (B)
Purchase Intent (Definitely Would Buy)		52	49	53
Purchase Frequency^ (At Least Weekly)		10	6	12
Value for Money (Very Good Value)		37	29	42
Appearance (Excellent)		39	40	39
Comparison to Others (Better Than)		35	27	40
Future Visitation (More Often)		46	46	46
Like [Product]		64	65	64
It's refreshing		62	60	63
It's fun		61	62	61
Tasty		61	59	62
Like the flavors		55	43	61 A

Top Purchase Drivers

Base: Total (185), [Product1] (63), [Product2] (122)

^ T2B PI – Total Sample (152), [Product1] (51), [Product2] (101)

Summary + Recommendations



Successes

KPI Performance

The [Product] has strong ratings for these key metrics:
 Satisfaction (71% Very Satisfied)
 Purchase Intent (52% Definitely Would Buy)
 Expectations (49% Exceeded)

A healthy amount of Triers indicate intent to visit [Brand] more often in the future (46%) and view it as a regular purchase any time of the year (44%)

Customers agree beverages are a good fit for [Brand]

Awareness, Drivers & Occasions

Top purchase drivers include:

Tasty, Liking the Flavors, and the Overall Look of the [Product] (functional)

Liking [Product], the Refreshing nature, and Fun to Consume (emotional)

Noticeability of the [Product] is strong (56% Noticed)

Product Composition

Taste/Flavor and Product Attributes for both [Products] are rated highest by customers
 Overall Tartness, Sweetness, Flavor, Color, Consistency, Portion Size, and Texture surpass the JAR hurdle for the [Products]

Freshness is scored highest among customers for both [Products]



Challenges

KPI Performance

- ✗ The [Products] are not seen as particularly Unique (19% Top Box)
- ✗ Impact on Quality Perception is also low for the [Products] (21% Top Box perceptions of restaurant would improve)

Awareness, Drivers & Occasions

- ✗ Awareness of the [Product2] is limited (12% Aware)

Product Composition

- ✗ Both [Products] have challenges for Overall Sweetness (19% Not Enough)
- ✗ [Product1] Triers indicate there not being enough [Ingredient].
- ✗ Those who tried the [Product2] also rate the [Product] as not having enough [Ingredient].



Recommendations

KPI Performance

- To improve metrics for the [Products], consider altering the product composition as noted below

Awareness, Drivers & Occasions

- Continue to display the [Products] to help build awareness of the [Products]
- Additionally, in-store advertisements can increase awareness of the [Products]

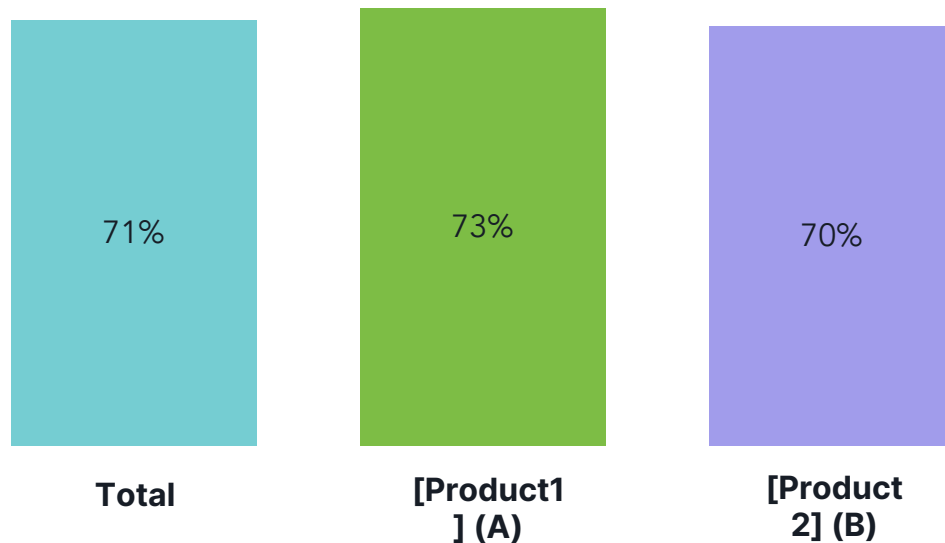
Product Composition

- Potentially introduce new flavors to help build Unique perceptions and cater to a wider audience
- Adding different garnishes and/or using a different [Ingredient] may improve perceptions of the [Products] and increase Appearance ratings
 - Ensuring the [Products] are visually consistent throughout [Brand] could also help with better execution
- Consider adding a touch more [Ingredient] into the [Product1] and [Ingredient] into the [Product2] to help better the [Products] flavor profile
- Increasing the amount of flavors into the [Product2] can positively impact ratings

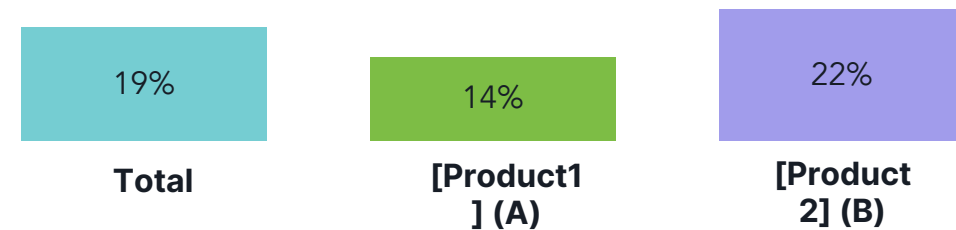
PERFORMANCE SUMMARY (Overall Product Performance)

Over two-thirds express strong Satisfaction with the [Product] but most do not find the [Products] to be Unique.

OVERALL SATISFACTION (Very Satisfied – 5 Point Scale)



UNIQUENESS (Very Unique – 3 Point Scale)

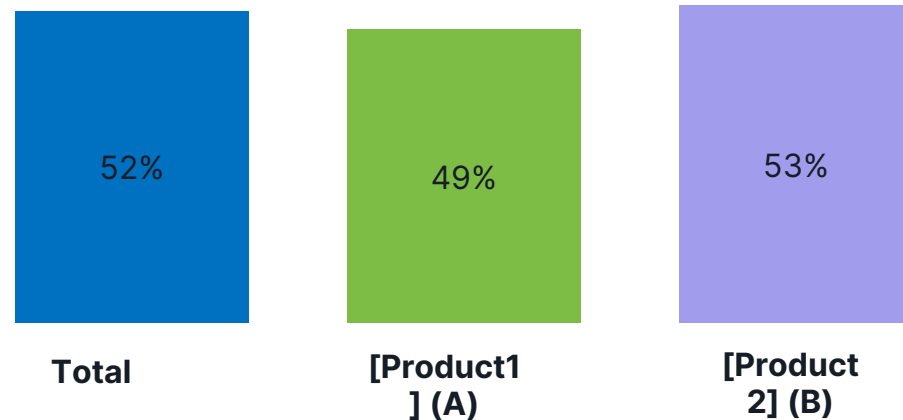


Base: Total (185), [Product1] (63), [Product2] (122)
 Q13. Overall, how satisfied were you with [Brand] [Product]?
 Q21. How unique is [Brand] [Product] compared to similar products at other (Category) locations?

Similarly, Purchase Intent is strong for both [Products]. Four-in-ten expect to purchase the [Product] 2-3 times a week or more.

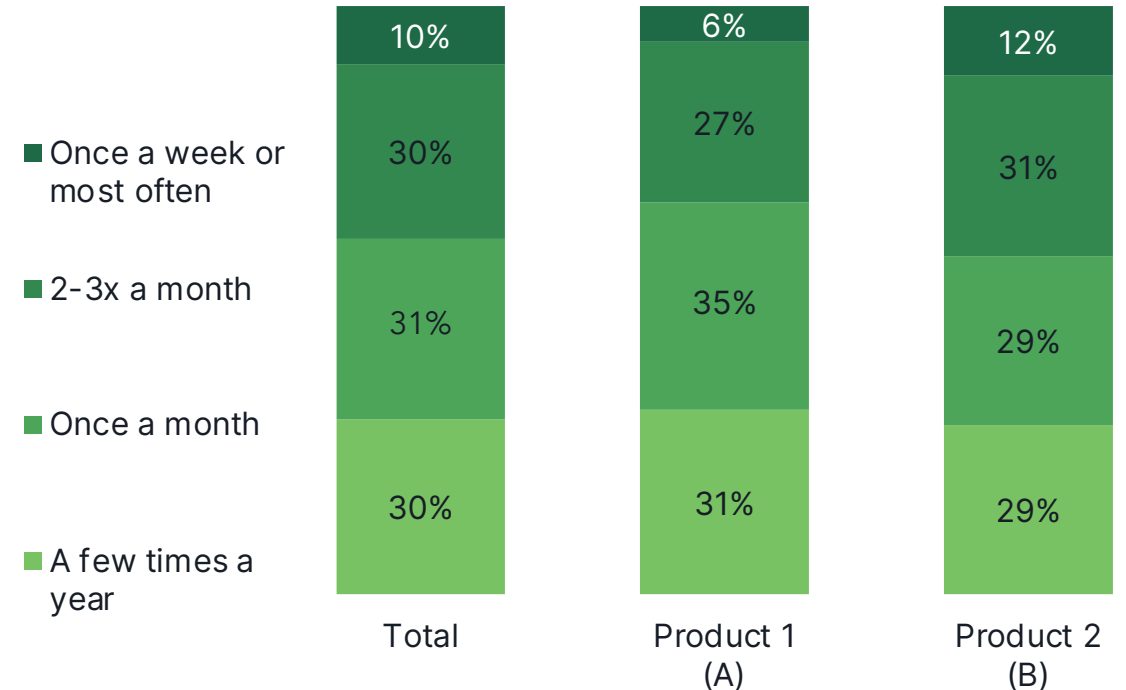
PURCHASE INTENT

(Definitely Would Buy – 5 Point Scale)



PURCHASE FREQUENCY

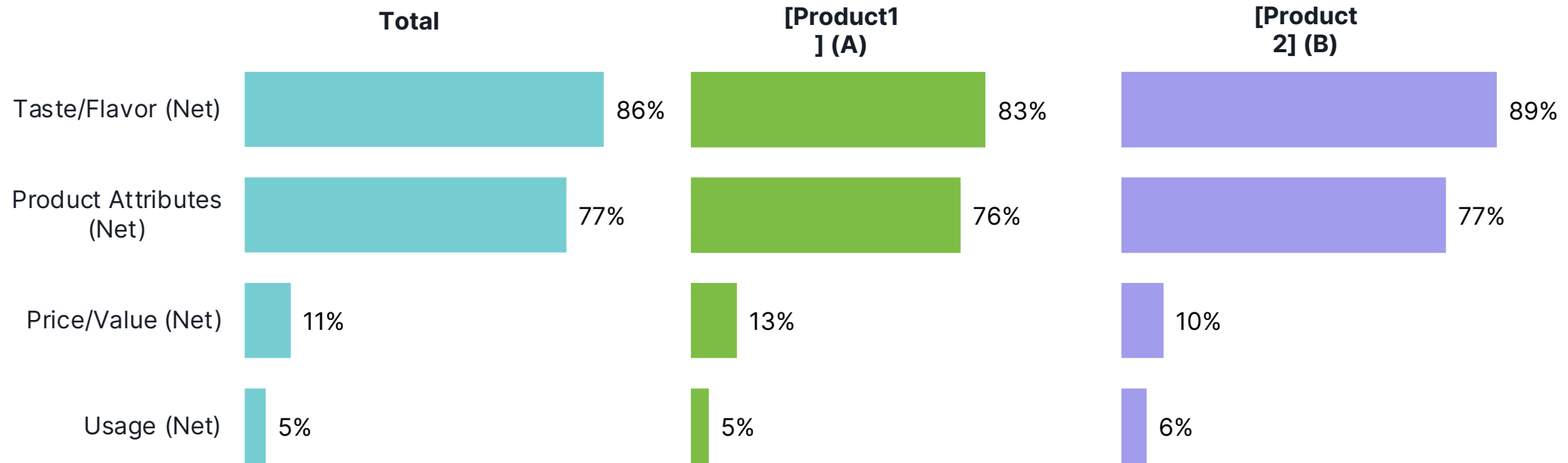
(Those who indicated T2B PI)



Base: Total/T2B PI (185/152), [Product1] (63/51), (Product2) 122/101
 Q14. How likely would you be to buy the [Product] again for yourself on a visit to [Brand] in the next 30 days?
 Q20. Based on your experience today, how often would you expect to purchase a [Product] at a [Brand]?

Taste/Flavor and Product Attributes dominate open-ended likes for the [Product]

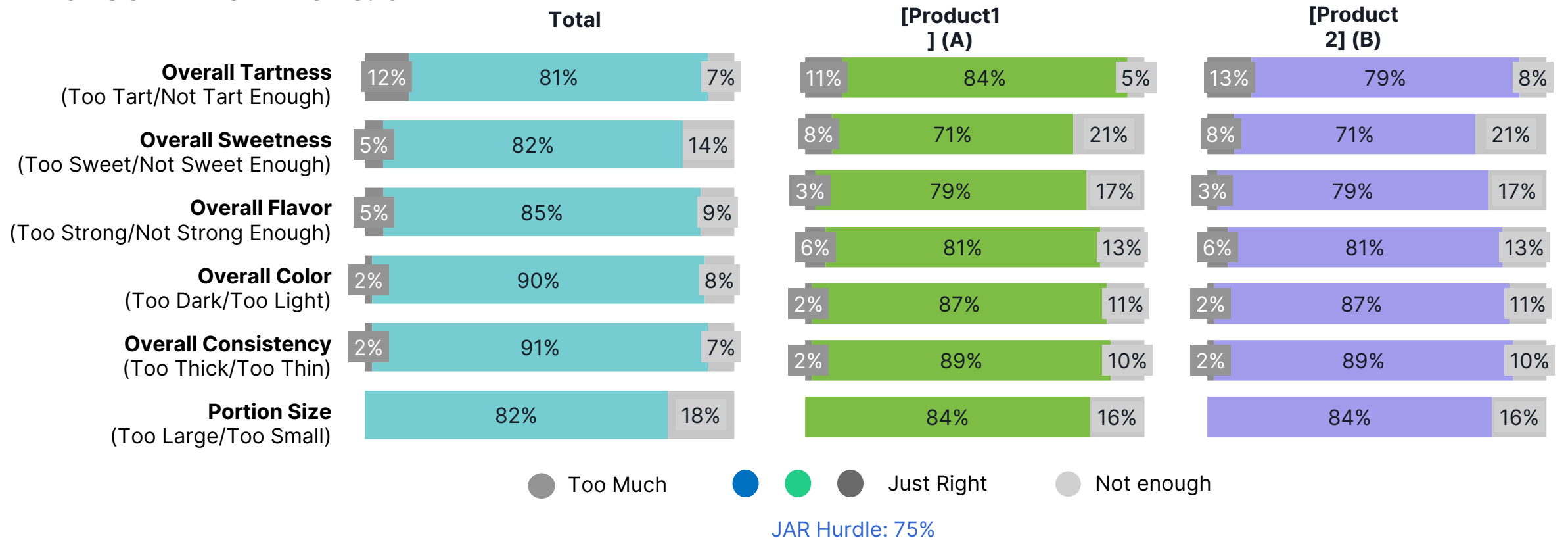
LIKES



Base: Total (185), [Product1] (63), [Product2] (122)
 Q16. Please tell us everything you like about [Brand] [Product]

The [Product] exceed the JAR hurdle for most metrics, but triers would like the [Products] to be bigger.

PRODUCT PERCEPTIONS: OVERALL

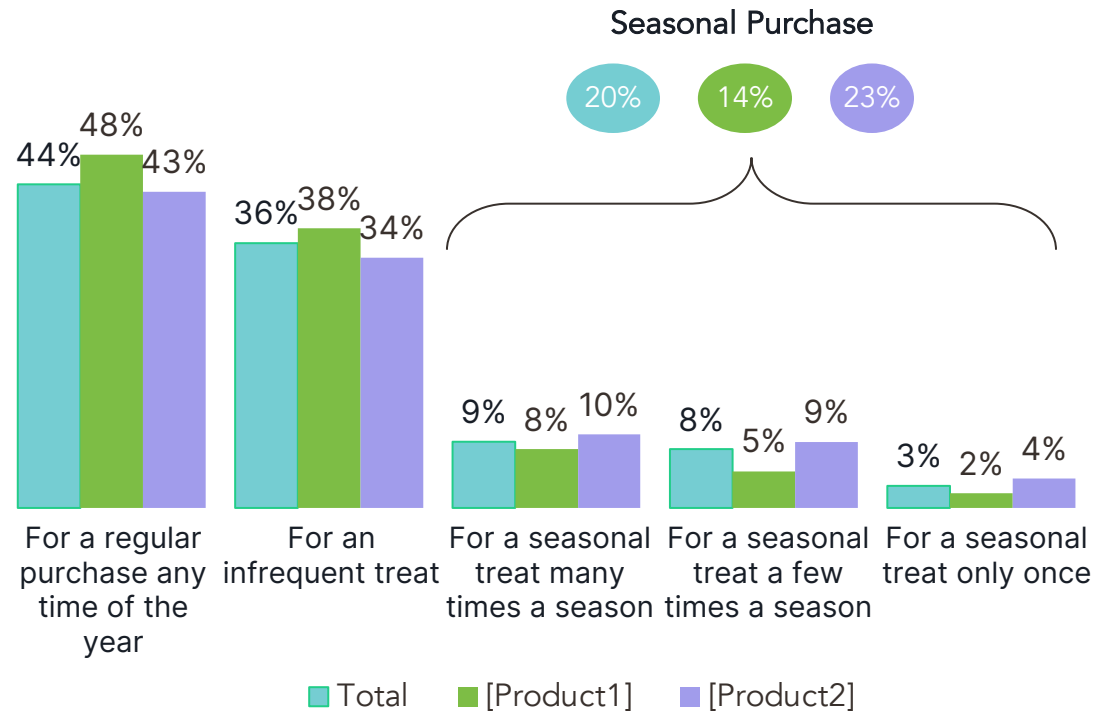


Base: Total (185), [Product1] (63), [Product2] (122)
Q19. Please rate [Brand]' [Product] on the following.

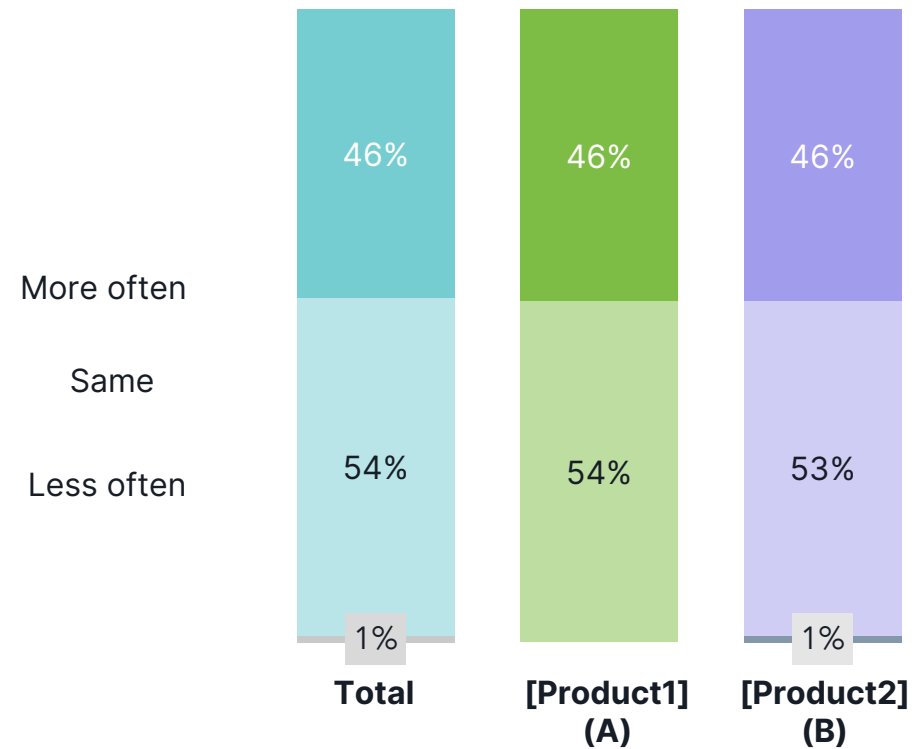
Nearly half of Triers view the [Products] as a Regular Purchase and indicate intent to visit [Brand] more often as a result of their experience.

FUTURE PURCHASE OCCASIONS

(Those who indicated T2B PI)



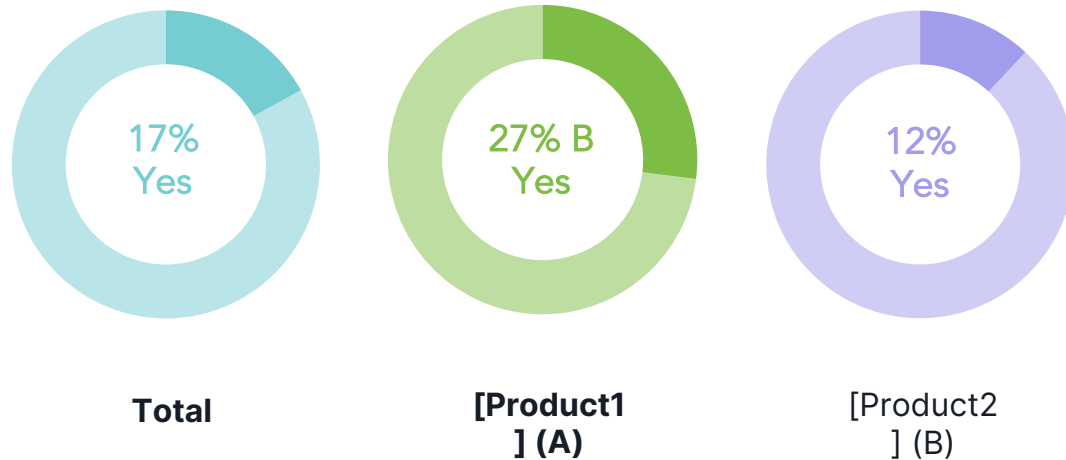
FUTURE VISITATION



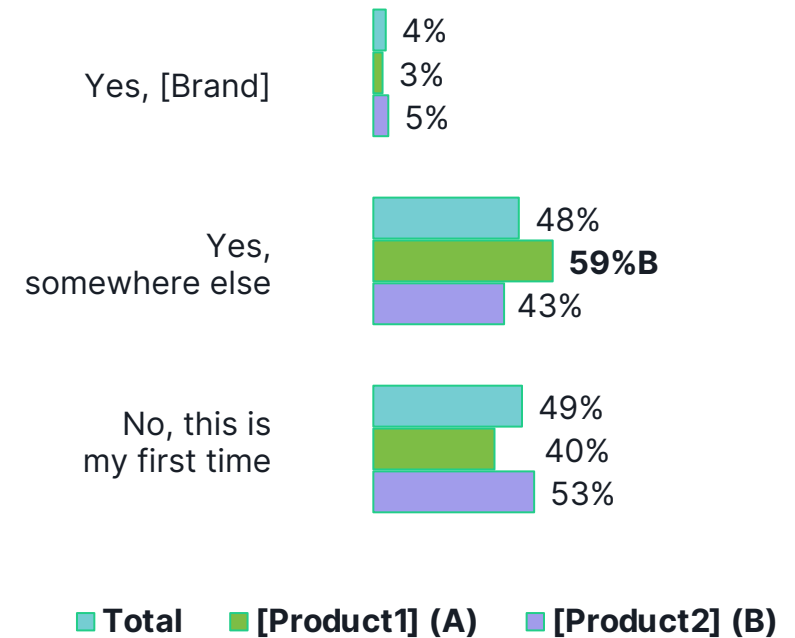
Base: Total/T2B PI (185/152), [Product1] (72/58), [Product2] (113/94)
 Q35. Which of the following best describes why you would purchase the [Product]?
 Q24. Based on your experience with the [Product] how will your visits to [Brand] change, if at all?

Awareness of the [Product] and Previous Trial elsewhere is significantly higher among [Product1] Triers.

AWARENESS OF [Product] PRIOR TO SURVEY



PREVIOUS TRIAL



Base: Total (185), [Product1] (63), [Product2] (122)
 Q4a. Had you heard of [Brand]' [Product] prior to this survey?
 Q7. Have you ever tried the [Product] or this type of product at [Brand] or elsewhere (i.e., other restaurants, etc.) before today?

Notes to Reader

Where applicable results are significance tested at a 95% confidence level in order to ensure accuracy in reporting.

**Product1
(A)**

34%

**Product2
(B)**

66%^A

Capitalized notations found in this presentation indicate a statistically significant difference at a **95% confidence** interval between buyers

MFOUR STUDIO – BEHAVIORAL DATA

MFour Studio.

Sure, behavioral data is powerful on its own – but add survey responses to the mix, and you can finally contextualize your data, making for more impactful findings. Add behavior data to your surveys, all on one platform.

1. Feedback.

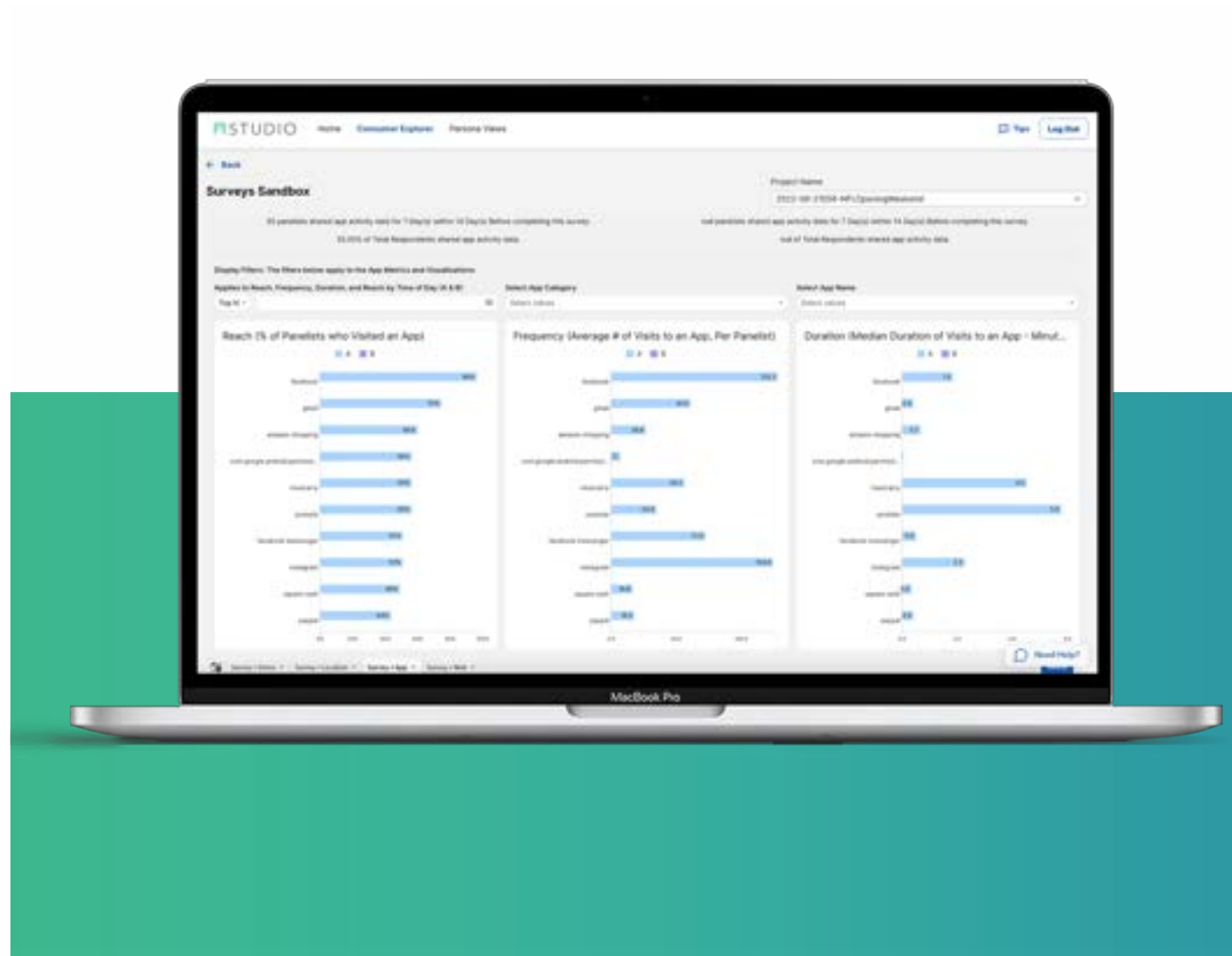
- Get real-time venue, app, and website visitation data.

2. Behavior Data.

- Access behavioral data before + after a survey response, to increase conversions.

3. Analyze.

- Then, analyze your consumers' path to purchase, and watch as sales grow.



MFour Behavioral Data Reveals Higher [Brand] Visitation Among Those Who Indicate WOM Recommendation as a Purchase Driver

With the group already showing elevated visitation to [Brand] post-survey, increasing talkability of the [Product] through flyers, ads, and advocacy may help build potential for an actual purchase while they're at the restaurant.

[Brand] Visitation





Behavior-Driven Research.