



M/A/R/C® dramatically accelerates our client's process for introducing a new cookie

THE CHALLENGE

A worldwide leader in snack products wanted to introduce a new filled cookie - a departure from their current portfolio. Quickly closing their insight gaps was imperative to ensure the appropriate feature focus in the development and optimization process. Additionally, direction for crafting a compelling positioning story was needed. M/A/R/C®'s Accelerated Solutions offered the clarity and speed required at a practical value.



Our client needed to:

- *Understand consumer preferences for various possible cookie elements*
- *Determine which combination of elements was most effective in creating interest*
- *Pinpoint most appealing positioning and refine messaging*

THE SOLUTION

Accelerated Choice

Identify appeal of possible key feature combinations (filling type, cookie flavor, shape) with strongest ability to drive purchase

Rapid Results Concept Test

Assess several distinct messaging concepts to hone in on a unique positioning that delivered the best activation for in-market success

THE RESULT

M/A/R/C®'s predictive Accelerated Choice solution clearly defined consumers' preferences for key components and quantified in-market potential for all possible combinations. Equipped with an optimized line, multiple possible positioning concepts were evaluated with Rapid Results to single out the most persuasive and differentiated brand story for this highly competitive category. All insights were delivered in just over two weeks.

To learn more, please contact:
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