



Helping a new juice beverage stand out in a crowded marketplace

THE CHALLENGE

A leading juice manufacturer was expanding their portfolio with a “better-for-you” beverage. They needed an accurate assessment of consumer interest and perceptions in a saturated, competitive retail environment.



Key areas of need for our client...

Discover
if **key benefits**
address unmet
needs in the
category

Quantify
customer
motivation
to buy the
new product

Determine
if packaging
creates
breakthrough
on the shelf

Gauge
expected
impact on the
brand's current
portfolio

THE SOLUTION



ASSESSOR[®]
Concept Test



Simulated
Shelf Exercise

THE RESULT

The benefits of the concept resonated with the target market, delivering strong consumer appeal, with an ASSESSOR Activation Potential score surpassing the benchmark. Source of volume analysis and comprehensive buyer profiles verified the new beverage would be largely incremental to the current portfolio. Using these recommendations as a roadmap, the product has moved forward for further development.

Let's Connect

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