



M/A/R/C® 's iHUT solution identified the formulation for a new cookie product that maximized potential for long-term viability

THE CHALLENGE

Our client was assessing two formulations for a new cookie introduction to determine their ability to meet action standards, with one offering the benefit of a cheaper cost of goods for a stronger profit proposition.



The client needed an *affordable solution* that provided *clear direction on:*

- Formulation with highest opportunity for success
- Product delivery relative to pre-trial expectations
- Tactics to enhance in-market potential

THE SOLUTION

We proposed a budget-friendly, monadic 2-cell iHUT, sending qualified primary grocery shoppers one of the two formulations for a 3-day in-home usage period. A supplement of parents with kids, a potential target for the cookie, was included to specifically assess performance within this group.

THE RESULT

The two formulations performed at parity on most key dimensions with both meeting or exceeding Repeat Potential benchmarks. Our client was able to introduce the higher margin version with no negative effect on repeat purchasing. Strong differentiation noted after product use revealed a need to refine messaging with greater emphasis on the unique qualities of the product.

