

OPTIMIZE PRODUCT FORMULATIONS IN REAL-TIME: FAST CASUAL ENTREES

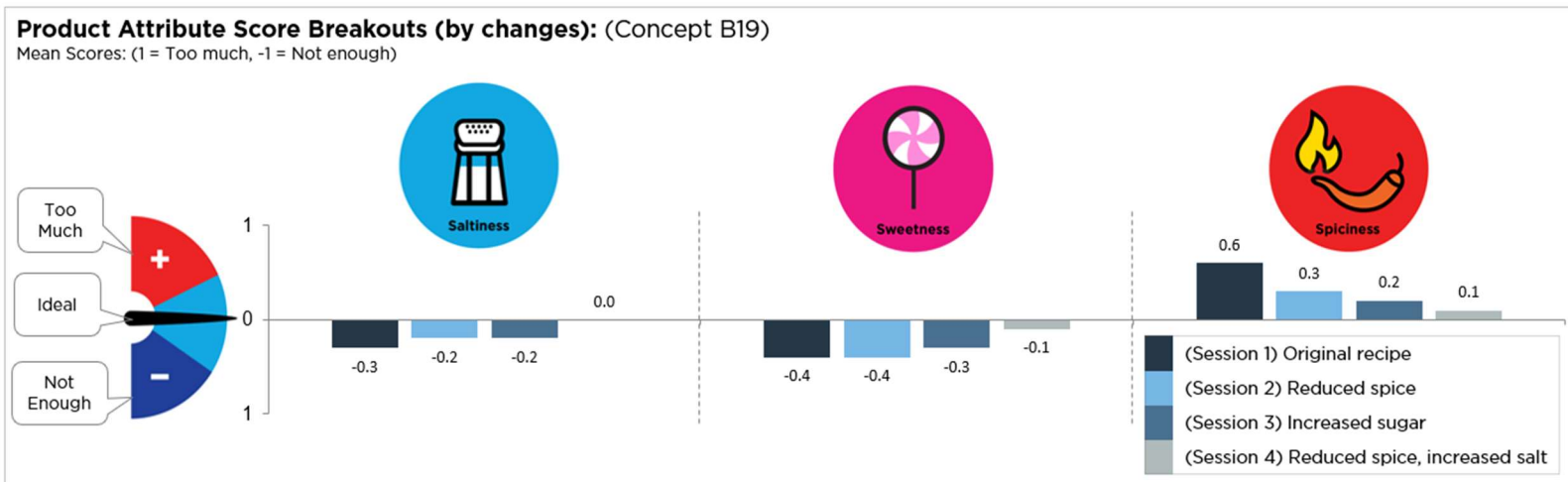
You have developed exciting new product concepts, but how can you optimize those concepts to generate the most compelling offering for your customers? – the offering best suited for commercial success, incremental customer engagement, and increased brand loyalty. You want to really wow your customers!

Strop Insights has designed a **propriety product testing methodology** allowing for **real-time optimization** of consumer foods, beverages, and other consumables.

A multinational fast casual restaurant group recently leveraged this methodology to identify the most promising dishes from a list of over 40 unique entrée concepts. The result was a successful (and efficient) R&D investment for Strop’s client – with unmatched speed and costs.

A key component of this type of product testing is iterating with our client’s executive chefs between testing sessions to (i) **synthesize consumer feedback** (quickly identify “winners” and “losers”) and (ii) **adjust the product formulations** (quickly identify opportunities to fine-tune product formulations) – all leveraging rich, real-time feedback.

The illustration below highlights the journey of “Concept B19” across four iterative testing sessions. Initially perceived as far too spicy, lacking salt, and lacking sweetness – Strop’s real-time analyses allowed the chefs to **perfect the recipe and generate a dish perceived as “just about right”** across key customer taste diagnostics.



IMPACT OF CONSUMER INSIGHTS ON PRODUCT OPTIMIZATION

Decreased costs: Why invest in traditional multi-stage product research with high price tags for each testing phase? Streamline your product development process and realize up to 190% Return on Investment. Our client saved over \$200k by leveraging Strop’s methodology.

Increased speed to market: Traditional concept testing requires months. Instead, let Strop’s proprietary product development methodology generate your winning concepts within days to increase your speed to market.

Streamlined concept sorting: Don’t lose your customer’s loyalty and engagement by innovating slowly. Time to market should be fast and fun. Leverage Strop’s proprietary product development methodology to engage the opinions of those people who matter the most to the success of your business: your customers.

Strop is a market research firm that combines the intellectual brainpower of seasoned business consultants with the innovative research and insight tools needed to get inside the hearts and minds of the people who matter most: your customers.

This article is part of our quarterly “Insight on a Page” newsletter. Each quarter we’ll showcase a market research topic based on the work that we do.