

What Will Delight Consumers Next with Cookies, Crackers and Snacks?

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Biography of Gail Vance Civile

Gail Vance Civile, President of Sensory Spectrum, Inc., has pioneered advanced sensory evaluation approaches for industry, academia and the government. For over 40 years her application of strategic business initiatives to R&D and marketing projects has impacted sensory science globally. Her fundamental development of flavor, texture, fragrance, Skinfeel and Fabricfeel Spectrum Descriptive Analysis methodology, references and protocols is the foundation for sound analytical tools in sensory science. As an expert in the evaluation of sensory properties, Ms. Civile has worked with thousands of food and personal care products using sophisticated consumer and descriptive techniques.

What is Next to Delight Consumers?

★ Snacks, Cookies, Crackers ★

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 sensoryspectrum



Do not give them what they want...

...give them what they need!!

Remember: It cannot be nutritious,
If the consumer does not eat it!

Henry Ford Quote:

If I had asked people what they wanted, they would have asked for faster horses!



Outline

Right now:

- What is going on?
- What are the current issues and trends?

Determine and define what delights consumers:

- Inside the consumer's head with creative consumers
- Product development with consumer collaboration

Going on Right Now – Trends

A Look to the Future of Snacks



Trends in Foods and Snacking

- Health/Obesity
- Adding Value/Nutrition
- Convenience
- Technology issues
- ...More



Health/Obesity

- Nielsen study: consumers worry about taste and cost
- Portion control
 - Small 100 calorie packets
 - Appetizer/Small Plate portion options for dinner
- Exercise programs for adults and kids – often linked to health insurance \$\$
- Corporate health and wellness programs
- Fiber and whole grain [do you have opportunities here?]
- “Less Processed”
- “Natural”
- Consumers now have a more “healthy”



Adding Value and Nutrition

- Green tea
- Berries/blueberries
- Sea Salt
- Fiber
- Protein
- Nuts
- Flavonoids



Which of these are opportunities for you?

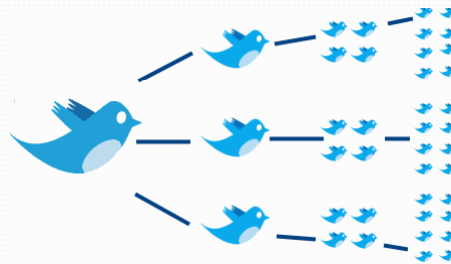
Convenience

- On the go
- Easy to carry
- Easy to prepare
- Easy to eat
- Packaging compatible



Consumers and Technology

- Car Safety [and don't forget messiness]
- Equipment protection while eating
- The internet as a source and outlet
 - Consumer marketer/viral marketing
 - Consumer education



Consumer and Communication

- What consumers want? ...and
What are they willing to accept?
- Confused consumers
- Education
 - Internet
 - Ads
 - Labels
 - Smart Choices
 - Best Life
- Consumer, as marketer



...More

- Natural Alternatives – [McD's new smoothies]
- All Family segments [individuals/family/followers]
- Herbal remedies
- Going Green





Determine And Define What Delights Consumers

Creative Consumers
Consumers Collaborate



Discover Unmet Consumer Needs

- Qualitative exploration with Creative Consumers – this is not your father's focus groups – SCAN
[Spectrum Community Narrative Panel]
- Consumer Collaboration in product development process
[Dessert Pizza]



Methodology – Community Narrative

The Basis of SCAN

- Qualitative research method - consumers describe experiences or situations **in their own words**.
- Probe beyond surface consumer attitudes, behaviors, and feelings to allow researchers to learn at a **deeper emotional level**
- Literal and figurative exercises provides focus on the researcher's initial questions while allowing **spontaneous "verbal excursions"**



SCAN Discoveries - Challenges

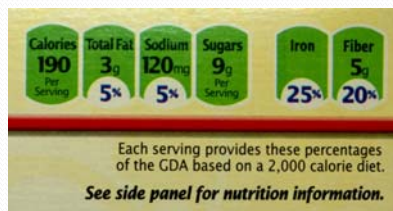
- Healthy eating is both confusing and expensive:
 - Confusing
 - Package nutritional labeling can not be easily deciphered
 - Health Claims on the front may be bogus
 - Need clear labels on the **front of package**
 - Expensive
 - Organic?
 - Fresh
 - Added value/nutrition

SCAN Discoveries – Some Ideas

- Baby Boomer Sophisticated Snacks
 - Healthy
 - Indulgent
- Vegetables [and fruits] included in snacks
[why do vegetable snacks taste of chemicals?]-the Sulfite option
- Nutrition in a portable snack
 - Vitamins
 - Protein
 - Omega 3
 - Antioxidants
- Create cereal snack that is nutritious, portable and portion controlled

SCAN Discoveries - Needs

- Packaging pictures that tell the truth



- Consumers are unsure of :





Consumer Designed Dessert Pizza: Rapid Prototyping with Consumers

Consumer collaboration



Objectives

- Demonstrate a new Rapid Prototyping Method
- Use consumers as developers to ideate on concepts, prototypes, finished products
- Understand concept of Dessert Pizza
- Validate prototypes/concepts with consumers
- Mine consumer data for understanding of segments and direction for further development

Initial Concept

Introducing a new Dessert Pizza -

Now there is a delicious way to satisfy your desire for family time as well as your sweet tooth. Dessert pizza is a unique product that is a blend of all the right flavors to create a sweet tempting dessert made just for you and your family.

Create your own unique dessert pizza by mixing and matching your favorite crust with a variety of fillings and toppings to satisfy your every whim. All ingredients are sold separately or in a kit.

Consumer Labs Steps/Sessions

**Define Consumer
Criteria for Success**

Set the tone; establish a context
Use a divergent tool (DRIVE) to define the absolute must haves, from the consumer point of a view, for a successful dessert pizza.

Consumer Product Development

Allow consumers to work with ingredients and develop prototypes within the Dessert Pizza categories.

**Build Protocepts/Prototypes
Hands On Lab Experience**

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Hands On Lab Experience**

Building on consumer prototypes,
Product Developers create prototypes within the category.

**Consumer Feedback on
Prototypes/Protocepts**

Consumers taste developed prototypes and strengthen each concept with a divergent tool (POWER).

Consumer Lab Sessions

- First session:

- explore emotions and thoughts on dessert
- define the dessert pizza concept
- ideate (hands-on) component options for dessert pizza
- explore and unpack sensory signals and components for flavor and texture experience from the consumer point of view

- Second session:

- create and strengthen the component recipe
- investigate the positives and suggest improvements to the original protocepts/prototypes
- explore (hands-on) new product designs for prototype development with focus on dessert pizza components

Memories

“Celebrations”



“I remember coming home from school - cakes in the oven, warm and baked from scratch... I was happy...it was comfort at the end of the school day”



“Being a mom and making brownies...and how the kids noticed “

“Thanksgiving pies”



“Pies pull people together on the holidays”



“...how artistic they were...holly leaves made out of chocolate”

“Making ice cream with aunts...using the old crank machine”



Story Starter: Once Upon A Time

Once upon a time people ate dessert before they ate dinner.

Everyday people planned what they would have for dessert and spent the day shopping and baking. After that was over there was little time to think about the rest of the meal.

But one day the sugar processors went on strike and there was no sugar available throughout the land.

Because of that people couldn't think of things to eat for dessert except baklava and fruit.

Because of that they had lots of time on their hands.

Because of that they spent their time thinking up other courses like salad, soup, and wonderful savory entrees.

Until finally when sugar became available once more they realized that they really preferred the other courses because they felt a lot healthier eating less dessert.

Ever since then dessert is served at the end of the meal and people are thinner and healthier.

And the moral of the story is sometimes what you think you want isn't really what you want or what makes you happiest in the long run.

Essentials of Dessert Pizza?

- Make you happy (pizza makes you happy)
- Aesthetics / appearance
- Satisfied
- Recognizable
- Together and alone
- Fatty
- Indulgent
- Complement (flavors/textures)
- Sweet
- Round
- Individual Kit
- Strong Base
- Layers
- Edge Crust
- Can be Bakeable
- Needs "glue" to hold topping
- Variety
- Finger food possibility
- Serve as slice
- Pre-measured/perforated slices

The Ah-Ha Moments

- **Quality time**
 - Shared preparation
 - Family time
 - Moms
 - Traditions
 - Memories
 - Passed on to generation
 - Homemade
 - Special Moments
- **Experimentation**
 - Don't be afraid to be different
 - Change is good
 - Opportunities
 - Adapt to fit the situation
 - Creative
- **Indulgence**
 - Sugar
 - Need for self control
 - Spending too much
 - Temptation
 - Weight gain



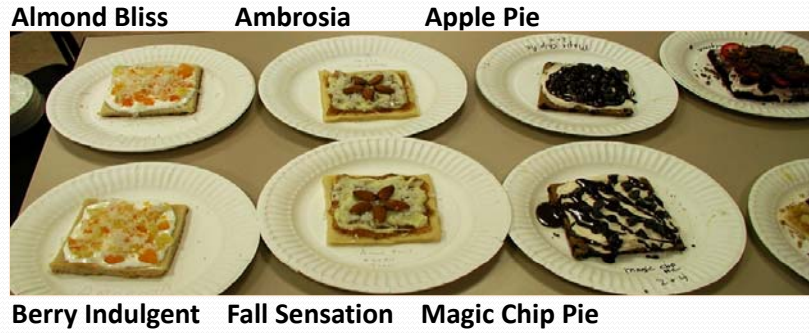
Divergence

Hands-on:

- Teams build their prototypes/ concepts – adjusting as they build.
- Teams also create new prototypes, inspired by interaction with the ingredients.

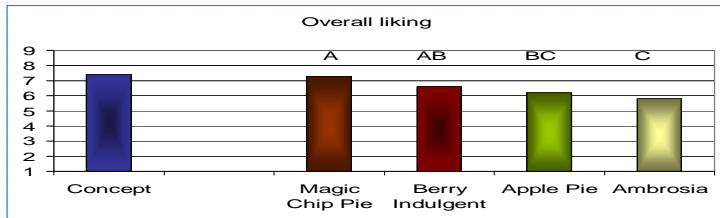


The Top 6 Ideas

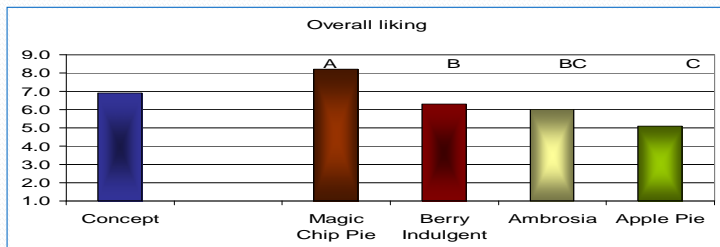


Overall Liking

Adults



Children/
Teens



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Conclusions/Summary

- Consumers want:
 - Great taste
 - Low cost
 - Healthy foods
 - Convenience
- Consumers have opinions
- We need to uncover both their needs and wants
- The challenge is to discover and clarify and create!!

