

ORGANIC BREAD SPREAD

Global Food Company, Italy



GAME CHANGERS





The Challenge

Our client wanted to better understand whether an organic based version of their leading bread spread would attract consumers who are more concerned with product ingredients, their naturalness and the impact of their sourcing on the environment.

Process & Outputs

We conducted a concept product test for the client with forecasting to better understand the sales potential with different media spend. In addition we compared the product experience to the current in-market, non-organic, product.



The Results

The research helped the client to better understand whether it would make sense to launch this product. While the organic based variant was identified as an interesting opportunity, especially due to its impact on the mother brand's equity. The product performed well but the concept weakly communicated the product taste. We recommended improving communication on taste and indulgence in the concept to increase trial.

Do you want to know more?

Contact Jens Dupont, Associate Director, at +45 2855 8612 or Jens.Dupont@ipsos.com