

# CONCEPT TEST NOVOZYMES

## POSITIONING OF ENZYMES IN FOOD

Novozymes primarily communicates to manufactures about the enzymes they produce to the food industry. With an increasing focus among consumers on health, additives and food safety, Novozymes wants to gain deeper insight into the consumers' attitudes towards enzymes in foods.

Ipsos has developed a cultural compass that position enzymes with relation to global trends. And conducted a so-called entry-point analysis to identify opportunities and barriers in terms of making both enzymes and Novozymes more visible to the consumers.

**“In our journey towards developing our business, we look at the entire value chain. Ipsos has helped us map the perception of enzymes among consumers in different markets. And provided us with clear answers on which paths to follow if we are to start communicating about enzymes in food.”**

- Global Market Insight Manager, Novozymes



# The Challenge

Critical and conscious consumers increasingly take a stand towards health and additives with relation to the food they buy – but they often have a very limited knowledge of the enzymes that goes into the products.

The project should help answer:

- 1) Is it possible for Novozymes to communicate the benefits of enzymes with relation to relevant consumer trends?
- 2) Which product benefits engages the consumers and which are perceived as most relevant?
- 3) How should Novozymes communicate in order to increase knowledge and interest in enzymes.

## Process & Outputs

The qualitative analysis consists of two parts:

### 1) Cultural Compass: Exploratory preliminary analysis:

- Mapping of existing information (e.g. online debates) followed by conversations with selected experts
- Overview of consumer trends within the food sector, important themes in online debates and channels of influence
- Structuring of themes contributing to selecting the right participants/markets for future focus groups.

### 2) Four focus groups representing defining markets:

- Two focus groups in both Germany and England
- Mapping of changed attitudes before and after getting knowledge about enzymes
- Focus on the 4 key parameters identified in 'Cultural Compass'.

A subsequent quantitative study will validate the above insights across Europe, North America and Asia and help Novozymes strategically and tactically activate this knowledge.

## The Results

Among other things, the project showed that there is very limited visibility and communication about enzymes in food in general. Enzymes can tap into positive stories and add value to both food manufacturers and consumers. Novozymes has received specific recommendations on how to communicate the benefits of enzymes related to health, sustainability and GMO. As well as information on the importance of cultural differences in key markets.

# 4

CONSUMER SEGMENTS WERE IDENTIFIED. THEY PROVIDE INSIGHT INTO HOW THE BENEFITS OF ENZYMES SHOULD BE COMMUNICATED IN RELATION TO 3 DIFFERENT AREAS:



HEALTH



SUSTAINABILITY



FREE FROM / NATURALNESS

**“Strategically, this is about long term positioning. How to communicate enzymes best towards end users – and how to advise our primary customers in the food industry, when moving forward along that path.”**

**“We have experienced a strong collaboration around the project. The Ipsos team has clearly taken ownership in turning this, for us, very difficult problem into something we can use: specific answers to our problem.”**

- Global Market Insight Manager, Novozymes

## Do you want to know more?

At Ipsos, we like to put the concept and product tests into a larger context, so you understand the cause and background of the results. Contact Asger Mortensen, Head of Qualitative, on +4561673737 or [Asger.Mortensen@ipsos.com](mailto:Asger.Mortensen@ipsos.com) for more information.