

Connected CPG

MANA DRINK US CASE STUDY (🇺🇸)

December 2022

GAME CHANGERS



WHAT IS CONNECTED CPG

Saturation, fragmentation, commoditization, and functional equivalence among brands have all hampered CPG growth. Marketers are increasingly integrating CPG products into digital experiences along the buying and usage process as new possibilities become available through technology.

Connected CPG is **tech-enabled CPG innovations** with enhanced experience or **business models**, that aim to create **a deeper connection with consumers**.

Read more [here in CZ](#) or [here in EN](#)



EXECUTIVE SUMMARY

This data proves **ManaDrink** is a viable proposition with **strong potential** above expected (average) level in competitive US market.

Product is **highly relevant**, differentiated and believable.
Pricing is as expected yet may be seen as high by some.

You lose some (~10%) buyers because of **limited payment methods**, but **overall subscription plan is good**.

If your **actual sales is below** expected numbers, consider the following:

1. invest in **building awareness** and penetrate the market
2. **optimize media** types/ touchpoints
(make sure you visible to relevant target group)
3. check consumer feedback after product trial
(ensure there is no issue with **repeat purchase**)

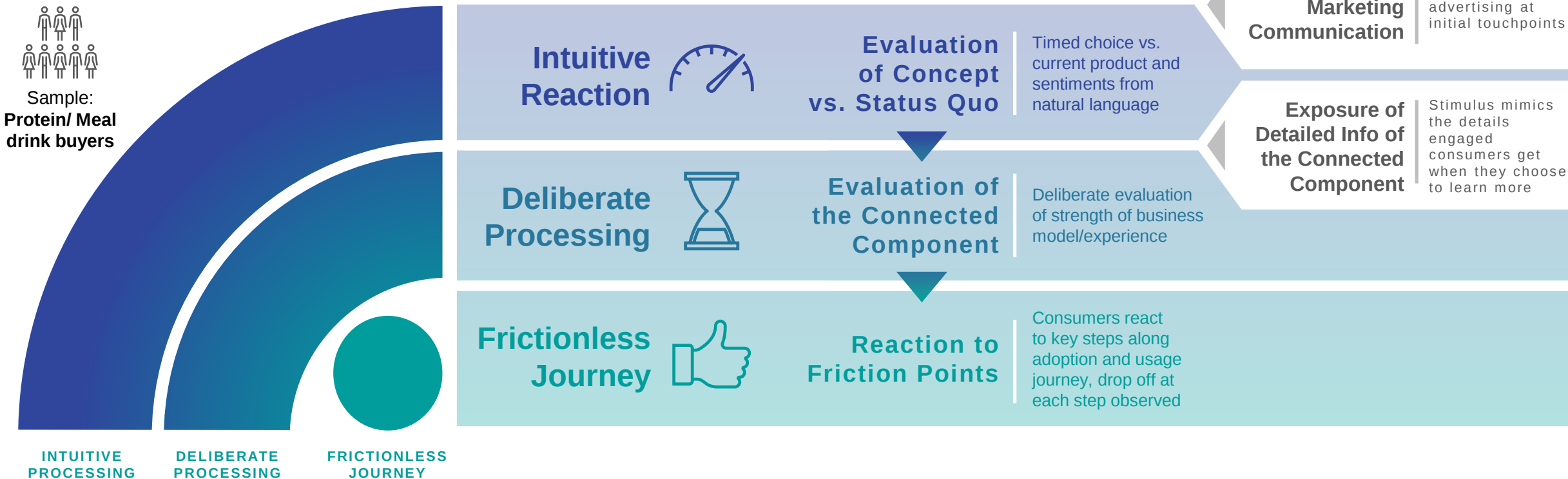


CONSUMER TASK FLOW MIMICKING DECISION PROCESS IN REAL LIFE

And tested your proposition with 150 US consumers, using our proprietary ConnectedCPG tool.



15 MINS



PRODUCT & SUBSCRIPTION MODEL EVALUATION

Your product is highly relevant for the target group and claims made are believable.
The subscription model is a bit weaker, not unique, but still very well received (above database norms).



MANA DRINKS AND POWDERS



Initial Interest



Relevance



Expensiveness



Differentiation



Believability



Archetype



Winner
Volume well beyond fair marketplace share



Choice



Response Time



Sentiments

MANA SUBSCRIPTION



Willingness to Act



Commitment



Broad Appeal



Liking



Value



Uniqueness



Believability



Need Fulfillment



Archetype

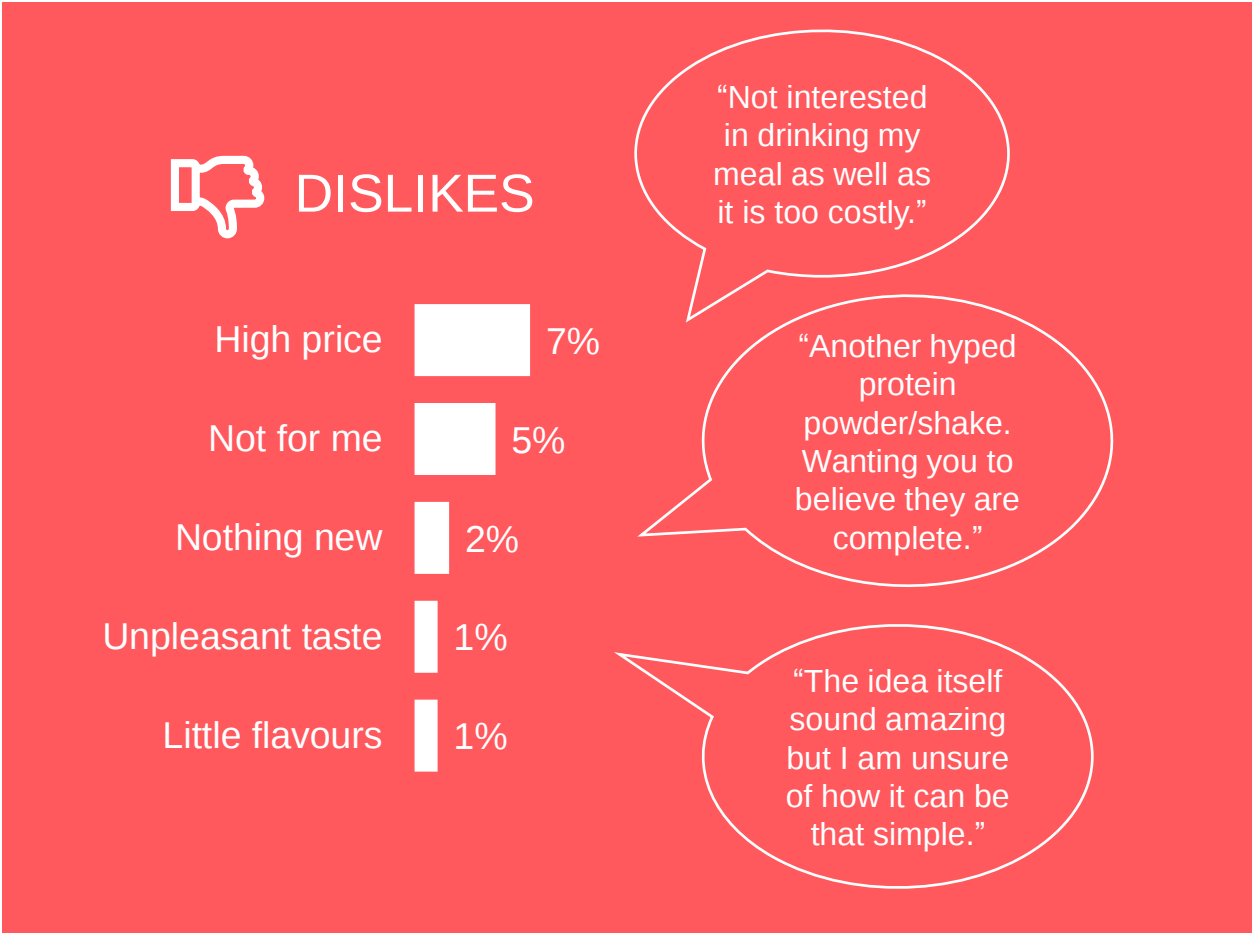
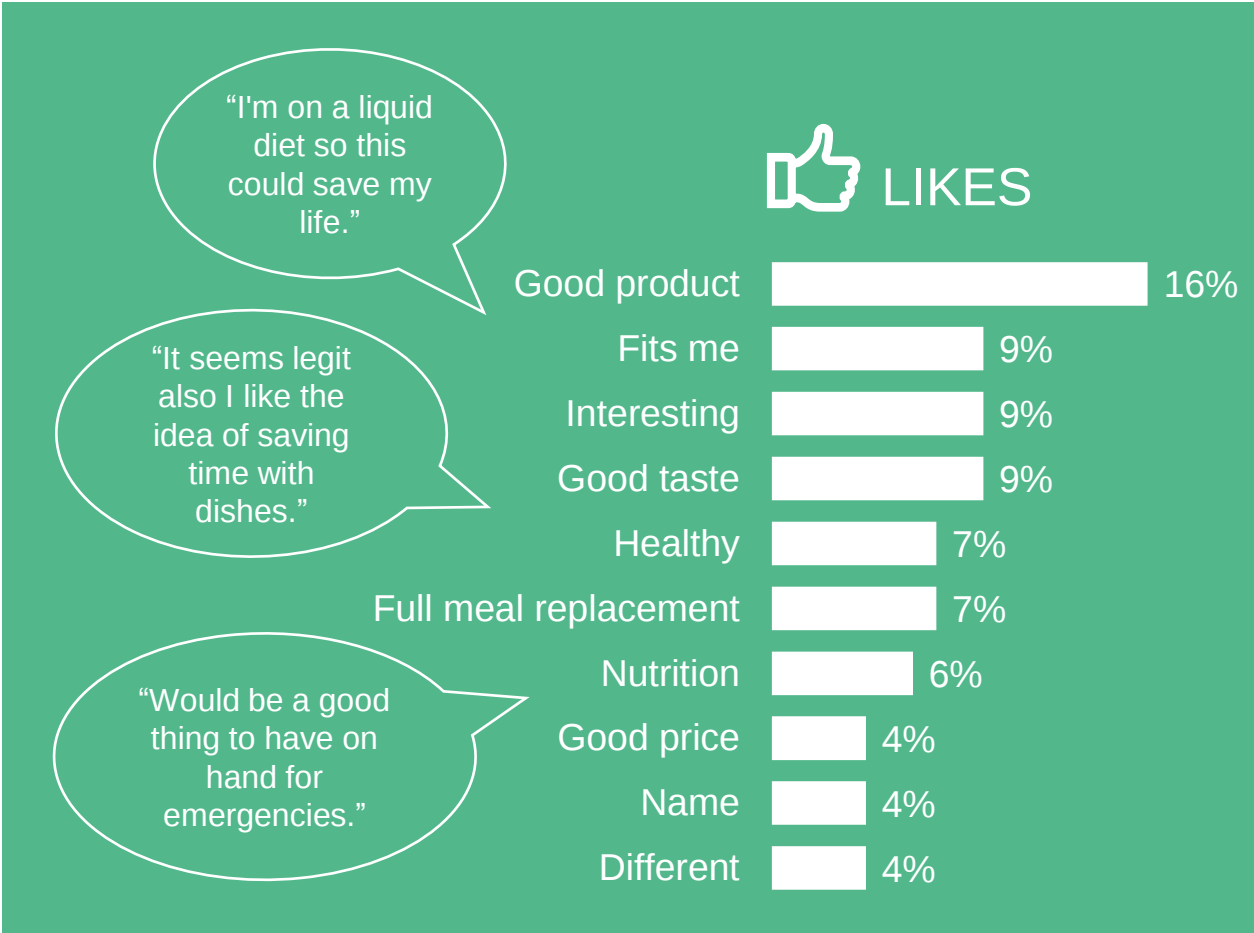


Good Concept
A number of above average KPIs with no notable weaknesses.

Base: total sample N=150

SPONTANEOUS ASSOCIATIONS

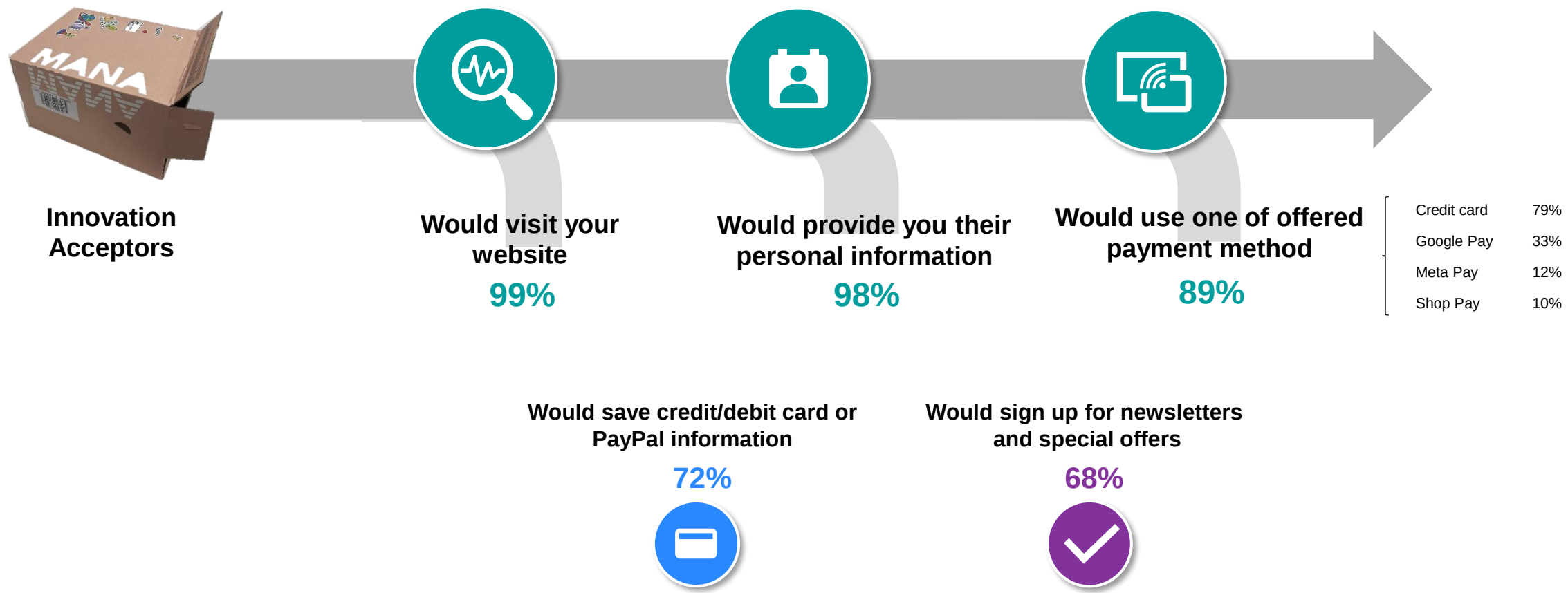
People expect this product to be of high quality and good taste. Some disliked the pricing.



Base: total sample N=150

FRictionless Journey

You lose 10% of potential buyers due to payment methods available. Almost 70% would be interested in your newsletter.

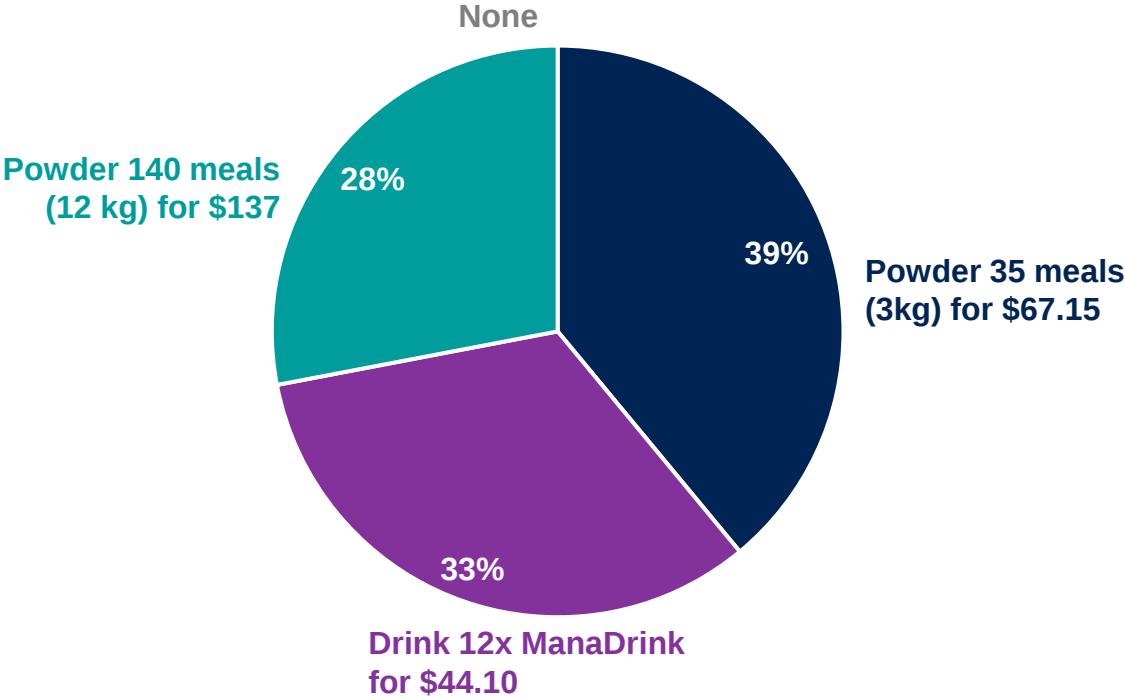


Base: acceptors N=87

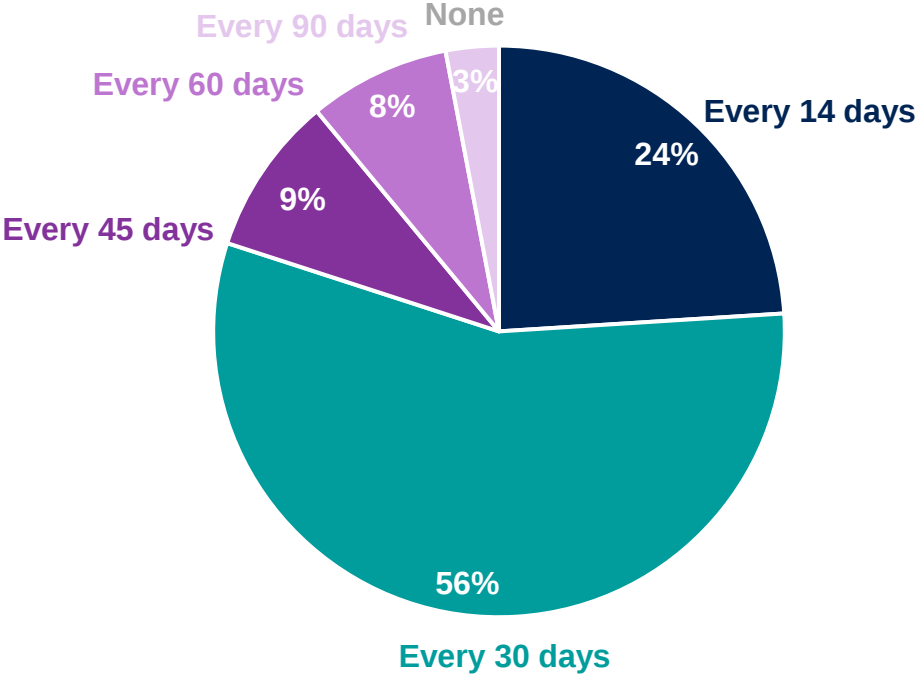
SUBSCRIPTION PLAN OPTIONS

The most popular subscription model would be smaller powder package and drinks. Most preferred frequency of subscription is every 30 days or less.

FORMAT & SIZE



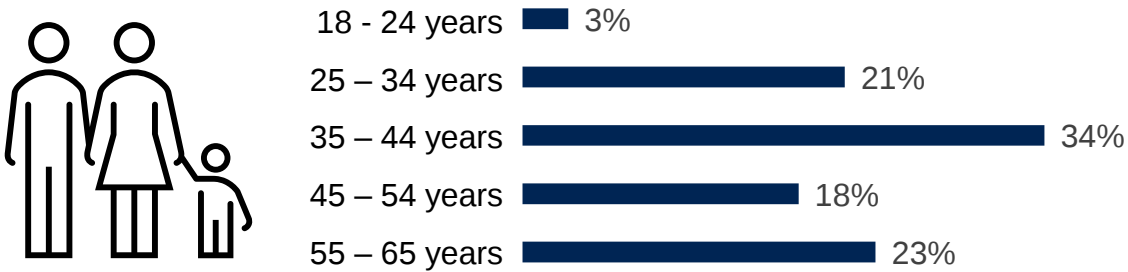
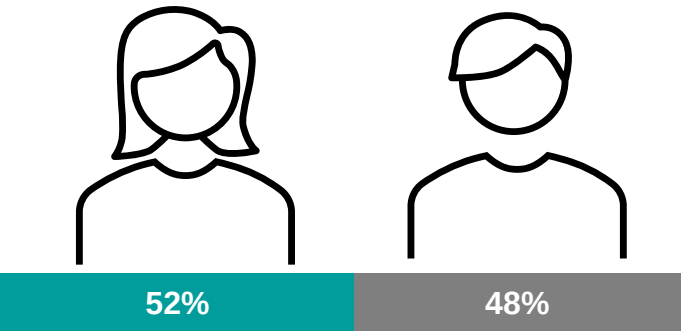
FREQUENCY



Base: acceptors N=87

ACCEPTORS DEMO PROFILE

Your target audience is mainly between 25 - 44 years old regardless of gender.



Base: acceptors N=87



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ABOUT IPSOS

Ipsos is a research, technology and consulting company. It has been conducting market research for 29 years and is the largest agency on the Czech market. It cooperates with Ipsos branches in 90 countries. Global projects are managed from Prague.

It is also the Head Office seat for Ipsos Central Europe Cluster (Czech Republic, Slovak Republic, Hungary, Austria). Ipsos has modern technological data collection and processing equipment. It uses the know-how of specialized divisions in brand and communication research, market mapping and segmentation, customer experience management, qualitative research and public opinion research.

Ipsos is a member of ESOMAR, MSPA, SIMAR. It abides by their ethical principles and methodical rules.

SIMAR

ESOMAR
WORLD RESEARCH

MSPA MYSTERY SHOPPING
PROFESSIONALS ASSOCIATION

ISO
ISO/IEC
27001:2013
Certified

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CZECH MANAGEMENT ASSOCIATION

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www.ipsos.cz

www.ipsos.com



STUDY DESIGN

Collection Method	Sample Size	Target Group	Country
 Online Ipsos panel	 Total 150 respondents	 Representative of Protein/Meal drink purchasers for the past 1 month Incidence rate in US general population 15%	 USA, nationwide
Questionnaire	Stimuli Tested	Outcomes	Fieldwork
 15 minutes long	 Product and Subscription concept	 Final report with benchmarking against Ipsos CPG global database	 Fieldwork conducted in November 2022

ABOUT IPSOS

GAME CHANGERS



THE LARGEST INDEPENDENT RESEARCH AGENCY IN THE WORLD

Ipsos globally

3rd LARGEST global research company

90 countries with Ipsos offices

48+ million interviews per year

5 000+ clients worldwide

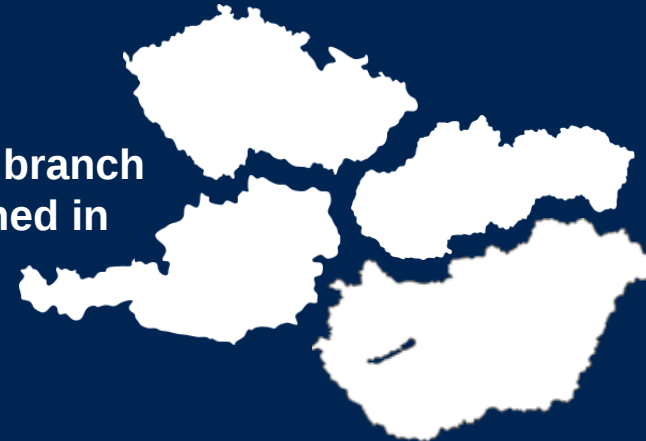
17 000+ full time employees

Ipsos was founded in 1975

Ipsos Central Europe Cluster

Ipsos Central Europe
Cluster is managed from
Prague

The Austrian branch
was established in
2016



#1

in Czech Republic

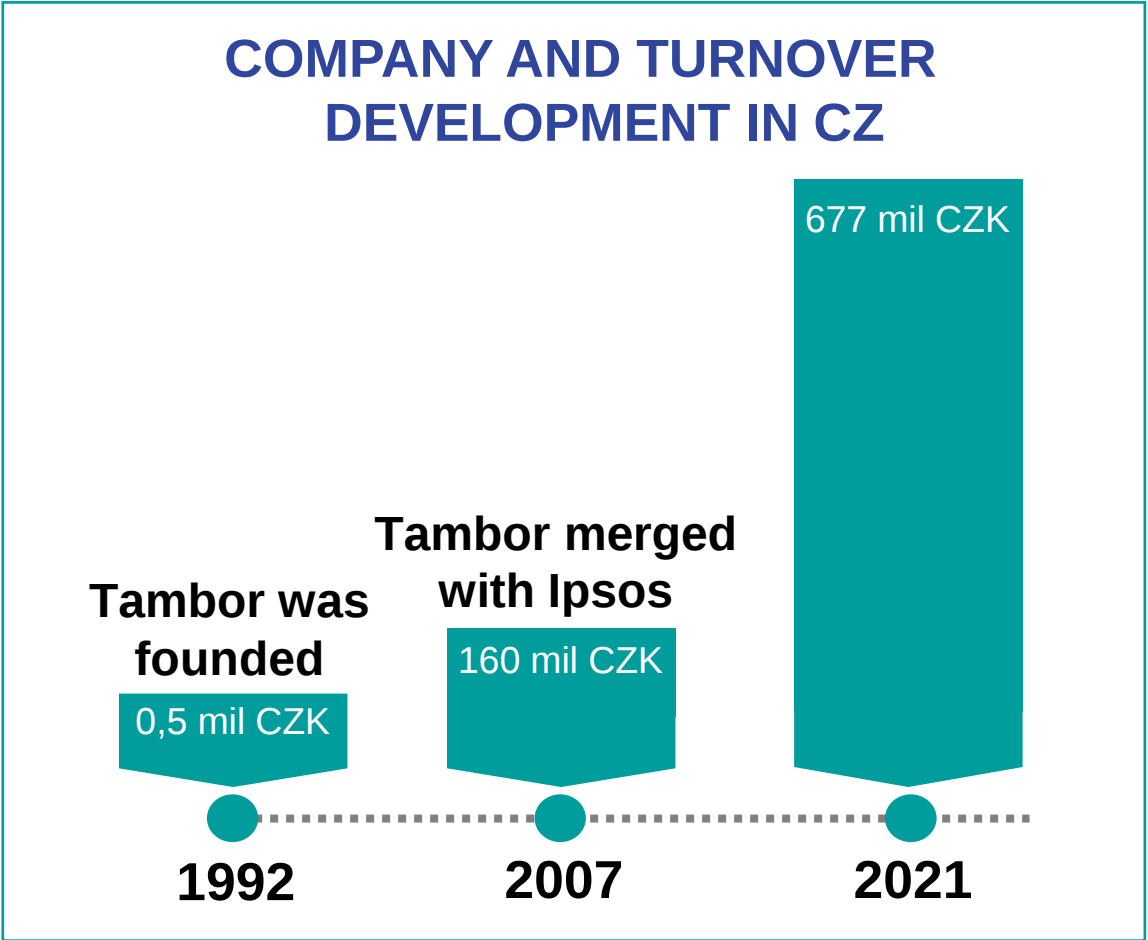
#3

in Slovakia

#2

in Hungary

In 2016, the global **Ipsos Mystery Shopping Global Support Centre** was founded in Prague, supporting 90 countries.



SPECIALIZED DIVISIONS



STRATEGY & INNOVATION

Market understanding,
products/services development
and optimization



BRAND & COMMUNICATION

Brand vs. competition,
communication and media
research



CUSTOMER EXPERIENCE

Customer experience,
satisfaction and loyalty research



UNDERSTANDING UNLIMITED®

Qualitative and ethnography
research, co-creation
and activation workshops



EMPLOYER BRAND

Employee and company climate
research, including
implementation



AUTOMOTIVE & MOBILITY

Car Clinics, customer experience,
reporting, implementation & training



PUBLIC AFFAIRS & CSR

Public opinion, public institutions,
NGO's, CSR



EXPERIENCE MANAGEMENT

Customer experience
management, service design, UX
tests, mystery shopping



DATA COLLECTION

International studies
coordination, field & tab
services, data digitization



HEALTH & HEALTHCARE

Pharmaceutical marketing
and healthcare research
(OTC, Rx)

WHY PARTNER WITH US?



We place emphasis on **understanding your situations and needs**.



We share both **global and regional knowledge** within the Ipsos Group.



We have **a deep understanding of local market**.



We are **innovating our research methods** based on the latest trends.



We focus on **added-value and finding implications** for your business.



We always try to be **flexible in order to meet your business goals**.



We guarantee adherence to the **highest quality data collection standards**.



We care about what is happening around the world and support **CSR and sustainability**.

SIMAR

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