**USING CONSUMER RESEARCH TO BUILD GREAT TORTILLA CHIPS**

TIA Europe Conference - October 2024, Valencia SP

Everything ends up with the consumer…

… and everything starts with the consumer too!

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# PRODUCT EXPERIENCE (PX) AT IFF

## Optimize Consumer Product Experience







### Scope

- Guiding design, development, formulation: from ingredients to end products in all categories
- Fully multisensorial
- Anywhere in the world

### Capabilities

- Sensory / Consumer tests
- Beyond Hedonics™
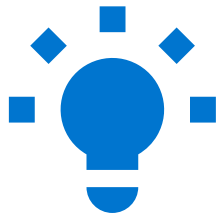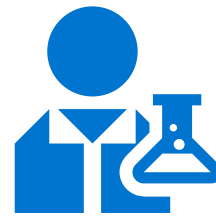- Cognitive sciences (neurosciences, AI, psychology…)

### Value added

- Faster product development
- Higher predictability of success
- Consumer-relevant product differentiation

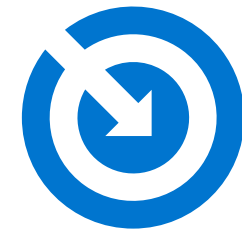**iff**

# PX ADDED VALUE ALONG PROJECT PATH

## Inspiration, guidance and validation

Identifying the right concept

Guiding product design

Validating the final submission

**Meeting consumers' need and brief requirements**

# WHAT CHALLENGES DO WE SOLVE?

## PX capabilities in practice

**SAME**

Matching an existing product

**BETTER**

Improving an existing product

**MORE**

Extending current range

**NEW**

Developing disruptive product concepts

**Renovation**

**Innovation**

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# SAME

## HOW TO SUPPORT THE DESIGN OF ENJOYABLE LOW SALT TORTILLA CRISPS?

# MATCHING: PX SUPPORT

## Testing proximity and helping closing the gap



**Guide product design**

Thanks to sensory tests

- Compare prototypes and select the closest to target
- Identify the remaining gap to work on
- Check that no significant difference can be perceived between proposal & target

# CLOSING THE GAP

## Profiling and Temporal Dominance of Sensation done by our expert panel using IFF FlavorID™
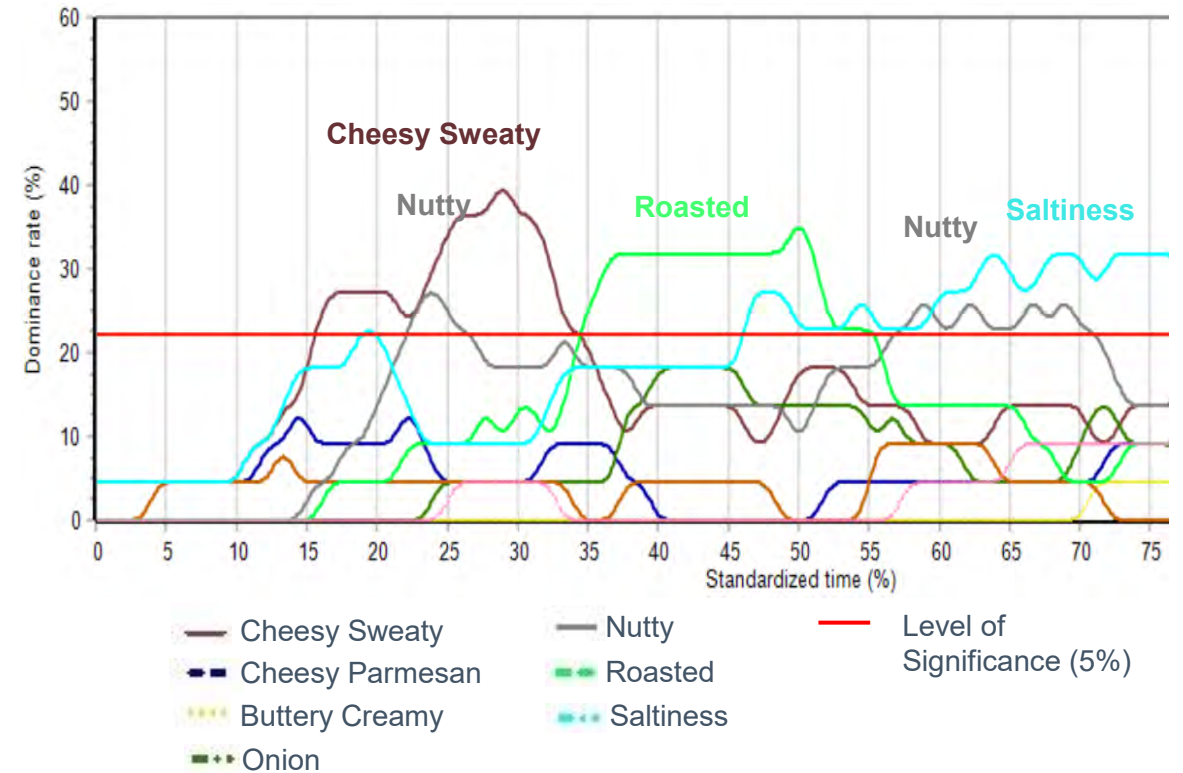


Highlighting the descriptors with significant differences between the 2 products (marked with the Asterix)

Checking the dynamic of the perception over time

# SALT REDUCED TORTILLA CRISPS

## Beyond match: Magic Moments approach to recreate pleasurable experience

**Identify what matters for consumers**

**Guide product design**

- Define the "must have" in terms of experience from a consumer point of view
- Identify potential improvement areas
- Determine the acceptable deviation
- Ensure that new prototypes fit within this acceptable range



**Step 1 : ethnography with heavy users**

Uncovering the key parameters around the consumption of the target (occasions, benefits, what is liked or not,…)



**Step 2 : focus groups with heavy users**

Getting feedback on prototypes versus target to guide finetuning

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# MORE

## HOW TO GUIDE THE SELECTION OF NEW FLAVORS FOR A RANGE EXTENSION?

# MORE: PX SUPPORT

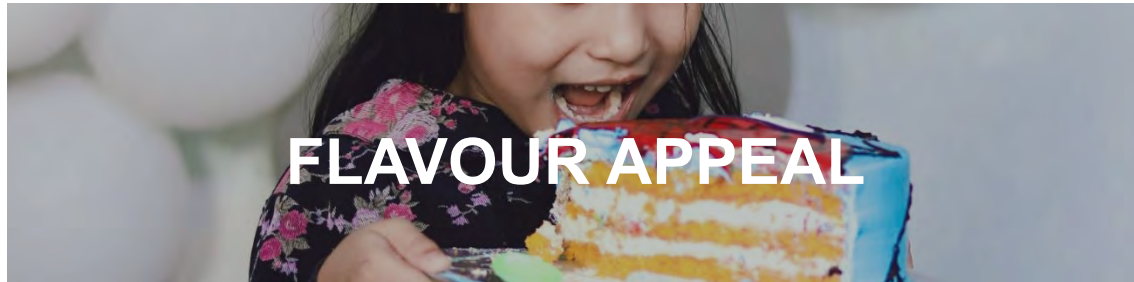## Selecting relevant flavors for range extension

**Determine which flavours would bring added value to the range**

- Identify which flavours are appealing for consumers for tortilla crisps
- Check relevance with the current range and the brand value / promised benefits / product positioning

# SELECTING RELEVANT FLAVORS

## Thanks to IFF Beyond hedonics™



**FLAVOUR APPEAL**

Database of flavors with high level of appeal

Ensure attractivity, selecting concepts that consumers are willing to buy



**FLAVOUR FEELING**™

Database of flavors linked to specific emotions by the consumers

Reinforce positioning & engagement, creating congruent experience

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# IFF BEYOND HEDONICS™

Insights dedicated to Tortilla crisps

## Flavour Appeal

80+ flavor names tested

6 key countries

N=300+ salty snacks consumers per country

GenZ / Millennials / GenX / Boomers

Willingness to try
Appeal for the ones already tried

## Flavour Feeling™

65+ flavor names tested

5 key countries

N=250+ salty snacks consumers per country
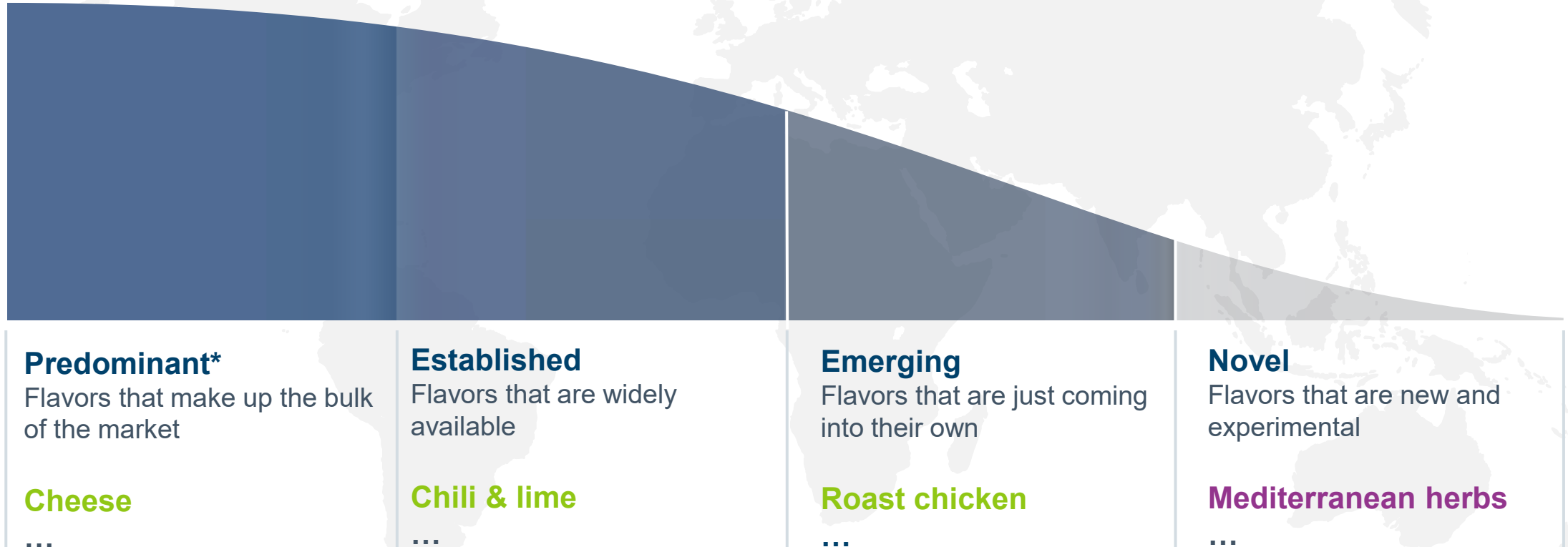
GenZ / Millennials / GenX / Boomers

Flavours associated to 9 mood territories

# APPEALING FLAVORS

Many opportunities for innovation & range extension

**TRIED & LIKED**   **NOT TRIED BUT WILLING TO TRY**

**Predominant***
Flavors that make up the bulk of the market

**Cheese**

...

**Established**
Flavors that are widely available

**Chili & lime**

...

**Emerging**
Flavors that are just coming into their own

**Roast chicken**

...

**Novel**
Flavors that are new and experimental

**Mediterranean herbs**

...

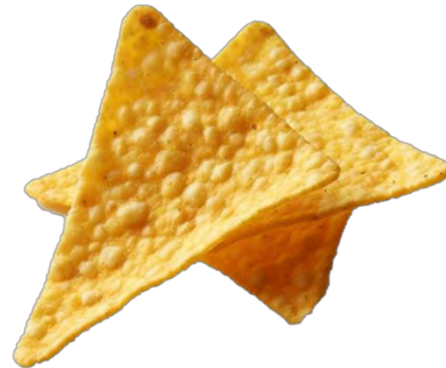Internal

*Build from Mintel Flavourscape AI,

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# WHICH FLAVOR FOR WHICH EMOTION?

Different flavors expected for different emotions

**Relaxation / Focus**
While watching TV, studying
Me moment

**Happy / Active**
During gatherings
With family or friends



**Ranch, Cheese, Cream cheese,…**

**BBQ, Sweet chili,…**

# NEW

## HOW TO INSPIRE THE CREATION OF NEW TORTILLA CONCEPTS ?

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# NEW: PX SUPPORT

## Understanding consumers' needs & tension

**Identify relevant concepts that will meet consumers' needs**

- Understand consumers motivation, key occasions of consumption,…
- Identify the key tensions / unmet needs

**Guide product design**

- Identify consumers expectation in terms of product experience

# The future of healthy snacking

**Deep understanding of the consumers' journey**

- ✓ Uncover consumer motivations for Salty Snack
- ✓ Identify their unmet needs
- ✓ Establish the importance of healthiness in salty snack and how to execute it

**Translating the needs into product features**

- ✓ Identify what are the characteristics of their ideal healthy snacks

# OUR APPROACH





## Qualitative research : focus groups

- In depth exploration of the motivations, occasions, needs and barriers of consumption of salty snacks
- Understand interest fort Better For You options

## Quantitative research : online survey

- Quantify :
  - The needstates and barrier of consumption
  - Consumer target & moment per needstate
  - Desirable type of snacks, attributes & claims for the ideal BFY salty snack per needstate

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# OUR APPROACH





## Qualitative research

🇬🇧 🇩🇪

- Diary keeping followed by focus groups sessions

- 4 focus groups of 3h each, including market samples testing

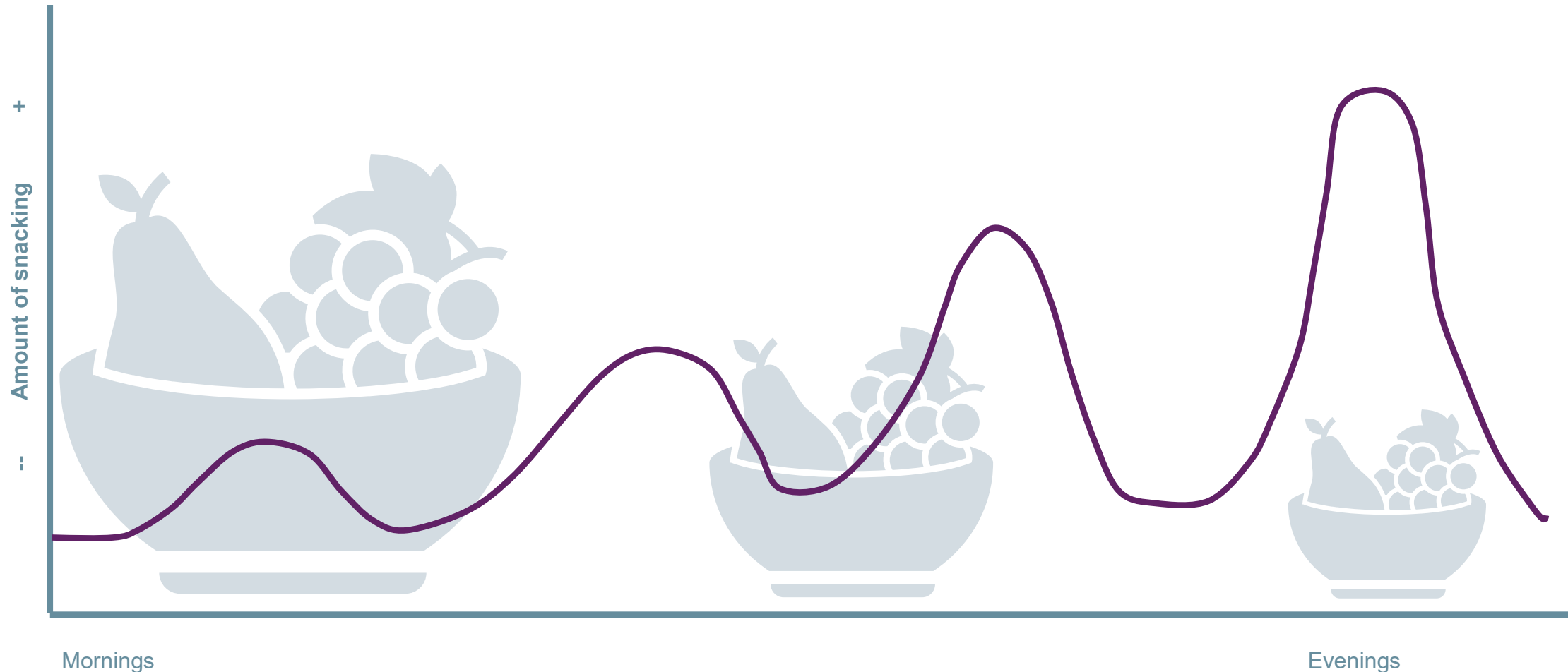- 16 salty snacks consumers per country, interested in Better For You (BFY) salty snacks

## Quantitative research

🇬🇧 🇩🇪 🇫🇷

- Online Survey

- 500+ salty snacks consumers per country, non-rejectors of BFY salty snacks

# KEY MOMENTS

Role of healthy food decreases over time of day. Amount of snacking increases over time of day



Amount of snacking

+

-

Mornings

Evenings

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# BARRIERS TO A SALTY SNACKS CONSUMPTION

**They contain too much fat**

**2**

**They are not healthy**

**1**

**It contains too many calories**

**3**

🇫🇷 I only eat them on special occasions

🇩🇪 Once I have started eating them, it is difficult to stop

🇬🇧 They contain too much sodium/salt

Why don't you eat salty snacks (e.g. crackers, crisps, nuts, cheese, meat snacks) more frequently?
n = 114 (FR) | n = 109 (GER) | n = 74 (UK)

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# OPPORTUNITY FOR BETTER FOR YOU SNACKS

## From lunch time on



**BFY salty snacks**

Amount of snacking

+

-

Mornings

Evenings

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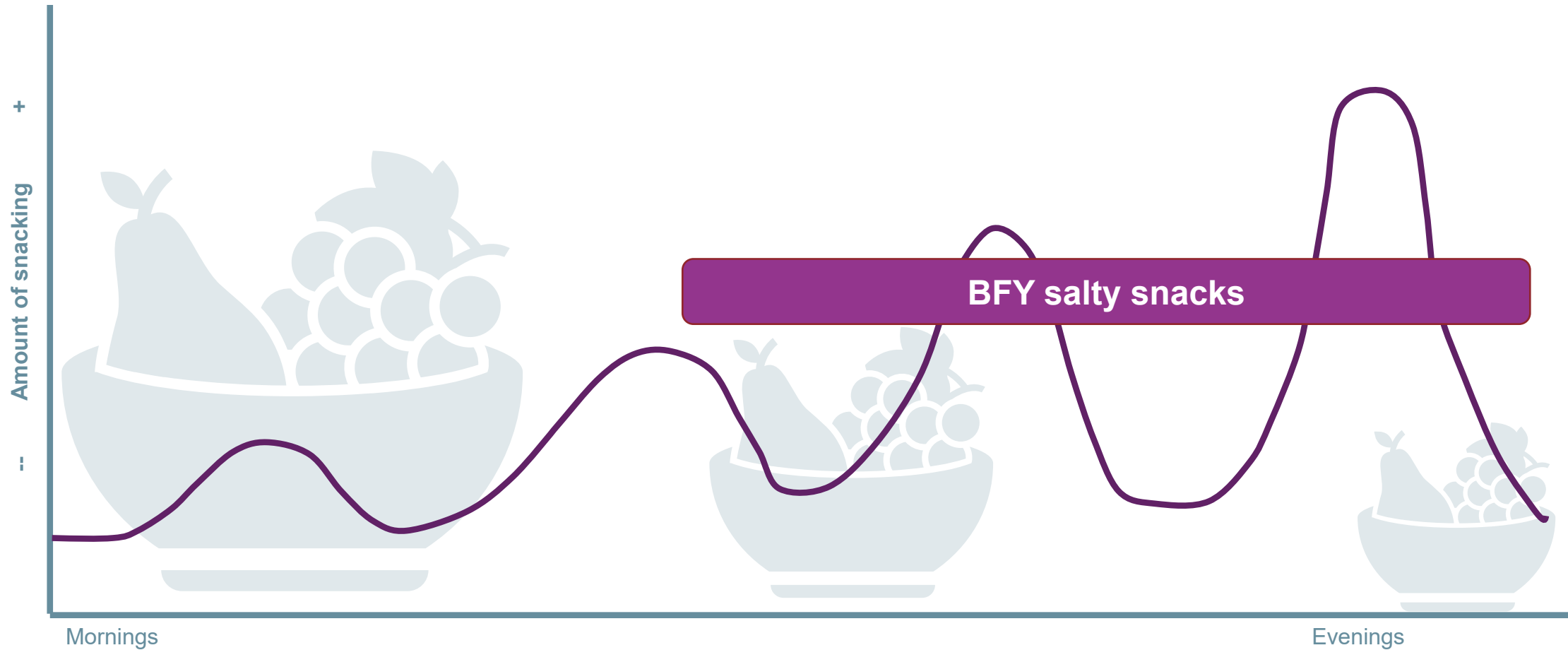
# THE FIVE NEEDSTATES

Based on Salty Snack motivations as well as BFY motivations

| EMOTIONAL NEEDS | FUNCTIONAL NEEDS |
|---|---|

**NEED #1:**

Indulge myself
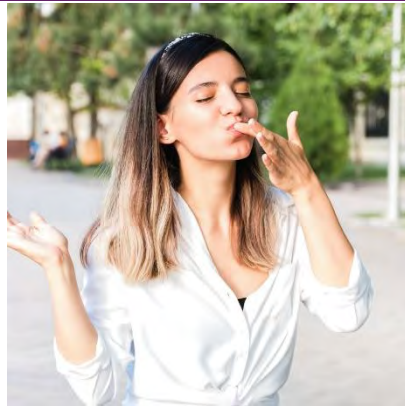
**NEED #2:**

Satisfy a craving

**NEED #3:**

Relax

**NEED #4:**

Silence my hunger

**NEED #5:**

Give myself energy

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# TO SATISFY A CRAVING

25%  34%  41%

Skewed towards females

## At Home
**Watching tv/movie**
Enjoying "me" time
Spending time on my mobile
Working / Studying

Consumers are snacking to Satisfy a craving mostly **ALONE**

Mostly during the **WEEK**
Either in the **AFTERNOON** or **AFTER DINNER**

## IDEAL BTY SALTY SNACK

| **Snack type** | **Base type** | **Claims** |
| --- | --- | --- |
| Potato crisps or tortilla crisps | Potato or lentil | Low in fat 100% Natural ingredients Rich in protein |

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# DESIGNING CONSUMER WINNING TORTILLA CRISPS

From concepts to specific product features

Taking into account the voice of the consumers at early stage of product development is key

**This allows**

- to design products solving tensions from consumers
- to deliver a sensory experience tailored to their needs and preference

Hence increasing the chance of success on the market

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# THANK YOU!

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# MORE: PX SUPPORT

## Selecting relevant flavors for range extension

**Identify appealing flavors for consumers**

**Flavour Appeal™ database**

- 80+ flavor names tested

- 6 key countries in Europe

- N=300+ salty snacks consumers per country

- Willingness to try
  Appeal for the ones already tried