

SNACKNATION.
INSIGHT



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**How a New Gluten-Free
Product Rapidly
Built Brand Awareness &
Discovered It Has a #1
Rated Product**

“SnackNation Insights has a proven way to target the right audience that builds brand awareness and drives trial in a very effective manner.”

~ Jessica Mindell
Founder & President of Jessica's Natural Foods

About Jessica's Natural Foods



Jessica Mindell, an avid baker with a background in engineering, founded Jessica's Natural Foods. She created her company out of necessity! When it was challenging to find gluten-free oats for her gluten-intolerant husband, she created her first product, granola that is now sold across the country.

She created her line of organic and natural syrups when her toddler refused to drink plain milk. Concerned with the high rice or refined starches in most gluten-free mixes, she decided to create her own, made with nutrient-dense ancient grain teff, oat and flax.

How can a new brand break through and speak to today's consumers?

The Challenge

Jessica's Natural Foods has been having difficulty building brand awareness for her new products. Because brand awareness may typically be lower than what it is for big brands, small brands like Jessica's Natural Foods must differentiate themselves in order to break through and speak to consumers. In-store demos are not the best way to speak to today's consumers. They can be costly and not the most effective because you are more likely to give your sample to someone who bakes with regular flour and has no interest in gluten-free.

In-store demos are also not a great way to get consumer feedback. It's easy to assume you have a great product, but it's hard to get validations from consumers when doing in-store demos.

Jessica's team wanted a smarter way to drive trial and have a better understanding on consumer opinions around their products.



Targeting the right audience is key to creating rapid brand awareness

The Solution

Jessica's Natural Foods turned to SnackNation Insights for help in targeting the right audience to create rapid brand awareness, drive trial and get consumer feedback.

01

By utilizing SnackNation Insights' exclusive community, Love With Food, Jessica's Natural Foods was able to introduce its new muffin mix to 3,000 gluten-free consumers who are highly active on social media nationwide. SnackNation Insights shipped the product to the homes of these gluten-free consumers.

02

With a strong social media following, Love With Food promoted Jessica's muffin mix via various social media channels and twitter party to rapidly create a social media following for Jessica's Natural Foods.

03

Each consumer who received the muffin mix were also emailed an online survey to get a quick consumer read on the product. The data was presented in an analytics dashboard and key insights were captured.

Spark a conversation on social media

The Results

Consumers who tried Jessica's product sparked a conversation with her team via social media.



Key Insights Gained

Rated #1 by Consumers. Among other 30+ products featured in the Love With Food box, Jessica's muffin mix was rated as the #1 product.

Over 70% of the consumers who tried the product said they'll purchase the product.

Over 80% of the gluten-free consumers who tried the product has never heard of the brand.

Consumers rated the muffin mix a 4.5 out of 5 star rating.

Actionable Insights



Jessica Mindell
Founder at
Jessica's Natural Foods

After working with SnackNation Insights, Jessica's team is able to get the consumer validation they needed.

“As I was launching this new product I thought it was a good product, but it's really re-affirming to hear that other people think it's a great product too and that I'm on the right track,” said Jessica.

Jessica's team plans to use the consumer insights in their sales presentation to retailers and also future marketing strategies.

ABOUT SNACKNATION INSIGHTS

At SnackNation Insights, we help you reach and engage with the consumers that matter to you and get you fast, relevant and authentic insights throughout each stage of your product lifecycle . Whether it's reaching a few hundred households or tens of thousands of households, our solution is able to get your idea or product in the hands of real people and get rapid feedback. It is our mission to help clients think faster, act faster, learn faster and make better consumer-driven decisions. For more information, visit SnackNationInsights.com or contact us at insights@snacknation.com.