



—
How an Allergy-Friendly
Cookie Brand Quickly
Assessed the General
“Non-Allergy” Competitive
Landscape to Optimize
Sales & Marketing Strategies

“The service provided by SnackNation Insights yielded such great data that my broker asked if his other brands could get involved!

It is one thing to describe in sales presentations how our product is the best, and even to list awards saying that it is the best. But there is nothing as convincing as actual consumer data, which SnackNation Insights was able to provide.”

~ Jill Robbins, Founder and President of Homefree, LLC

About Homefree, LLC



Homefree was founded by Jill Robbins, the mom of a child with food allergies. As a mom and clinical psychologist, Jill wanted everyone to be able to join in socially together when treats are served.

She created Homefree cookies to be so delicious and healthy that everyone will enjoy them, and so carefully made that people with most special diets can join in too.

Whether for school snacks, soccer practice, a party, or dinner at home, she wanted to make it easy to serve a treat that will delight and include essentially everyone.

Is “Allergy-Friendly” Important?

The Challenge

Homefree had been marketing mainly towards those with food allergies and the Gluten-Free community. They were looking to offer their allergy-friendly cookies more widely to mainstream retailers and general “non-allergy” population. The team had seen firsthand that Homefree cookies are consistently well received as “good cookies” rather than just as “special diet cookies.”

However, they wanted outside data for verification before spending sales and marketing resources, and for documentation to use for presentations. They also wanted to know how their cookies would stack up against the national leader.

The Goal

We targeted potential consumers - namely cookie lovers - to identify where Homefree outperforms the competition and the purchase intent of the general “non-allergy” consumers.

Homefree partnered with SnackNation Insights to answer three key questions:

01

How important is “allergy-friendly” to the general population?

02

How do Homefree’s chocolate chip cookies compare to the national category leader?

03

Would consumers pay more for Homefree vs. the national leader?

Do Consumers Like This Over the National Leader?

The Solution

Homefree cookies together with the national leader to 500 households. By comparing two competitive products and gathering insights from consumers, this study helped the team better understand to what extent the general “non-allergy” population would like and purchase Homefree cookies, especially when going up against a national category leader.



The Research Method & Objectives

Our paired Comparison Test is a quick quantitative sensory survey that compares the product against a competitor to evaluate market potential.

Objectives:

01

Identify if people are willing to pay more for an all-natural product

02

Identify if people are willing to pay more for an “allergy-friendly” product

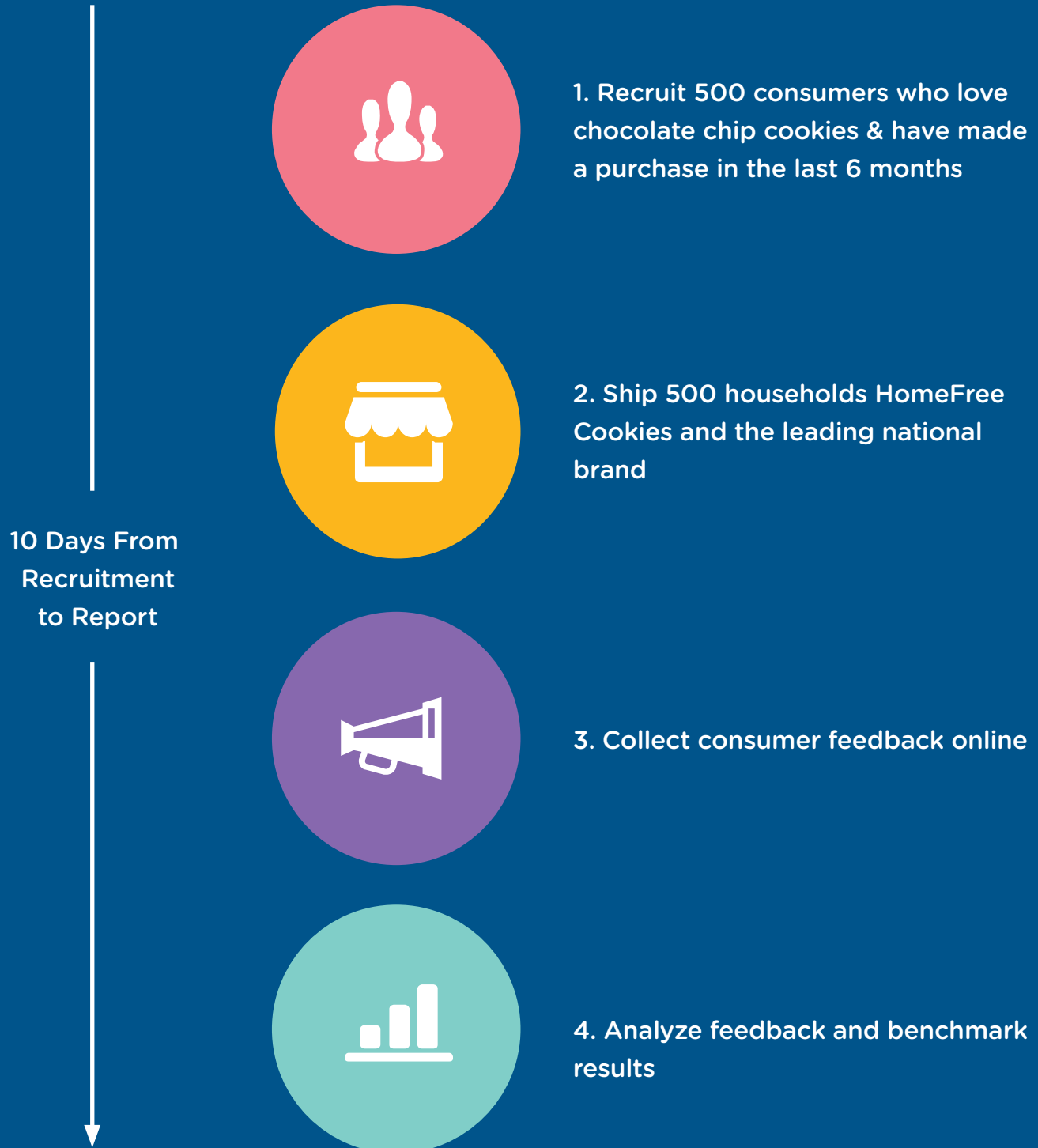
03

Identify who the key super fans are to maximize marketing strategies and objectives

04

Understand the purchase intent and behavior of consumers after they’ve tried both products

The Research Process



Will Consumers Pay a Premium for This Product?



The Results

After comparing their cookies against the national leader, the Homefree team was pleased to learn that 73% of the panel preferred Homefree to the national leader. The direct comparisons also showed the team what specific attributes consumers like and what improvements are recommended. These results also helped the team understand and confirm there is a demand among the general “non-allergy” population and understand the key demographics, psychographics and online behavior of these consumers who will pay a premium over the national brand. Such data empowers Homefree for their conversations with retailers by demonstrating how well Homefree cookies would do side-by-side with the national leader that the accounts are already selling.

This solution showed the team their product rated better in taste and texture against the national leader, something they could not definitively confirm prior to this test.

It's great to know that the general “non-allergy” population reports that they will purchase Homefree cookies even when the price is higher than that of the national leader.

Majority of the panelists did not place importance on a product being allergy-friendly, but felt very strongly about it being all-natural.

The team now better understands what social media channels their super-fans spend the most time on and this helps the team optimize their online marketing strategies.

Actionable Insights



Jill Robbins
Founder at HomeFree

After working SnackNation Insights and receiving feedback from actual consumers, Homefree team felt they had a better understanding of their target demographic, especially in regards to market expansion plans.

“Overall, this feedback will make me more comfortable with selling the cookies in the natural set, not necessarily always in the Gluten Free set,” said Jill.

The Homefree team thought the analytics dashboard SnackNation Insights provided made a wonderful tool for sales meetings, and immediately sent it to their broker. The team also stated, the data helps us to be less concerned, when selling to the mainstream population, that our cookies cost more than those of the national leader. It also provides documentation with which to assure potential accounts that their customers will purchase the cookies even though they cost more than mainstream cookies.

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.