



FOOD FOR THOUGHT CONCEPT RESEARCH

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research dimensions
toronto_boston

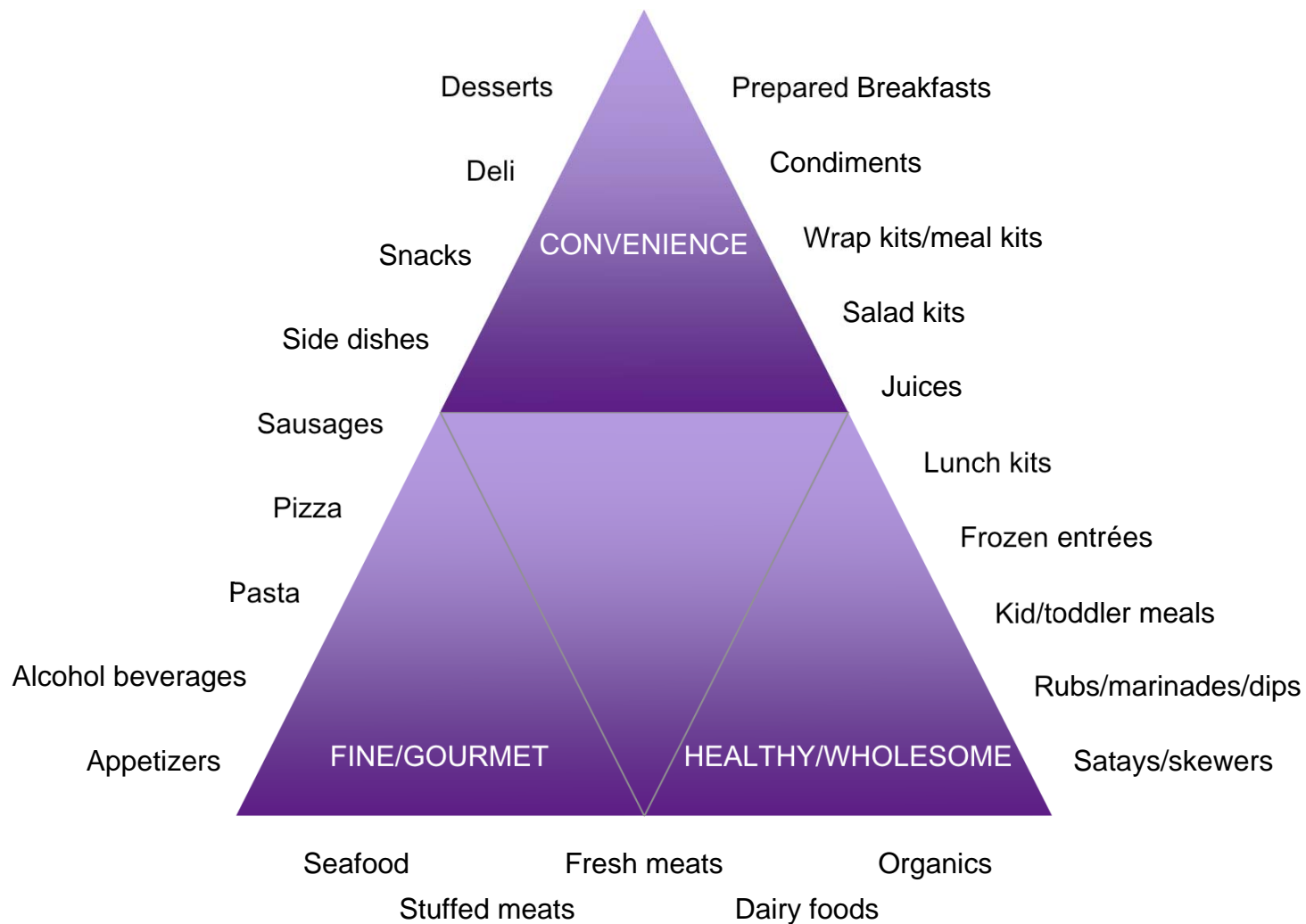
Better
Information,
Smarter decisions,
Inspired
solutions.

Research Dimensions would like to introduce you to . . .

its innovative “Food For Thought” concept test

It uses a simple, yet comprehensive
remarkably, cost-effective method
to understand new food product opportunities

We have tested . . .



Food for Thought determines . . .

- Optimal concept
- Optimal benefits
- Optimal packaging
- True differentiation
- Right target group



Consumer Input

- Online survey
- One, or multiple concepts to test
- 400 sample size for each concept
- General population or targeted sample
- Cost efficiencies for testing multiple concepts



Insights . . .

Appeal/drive	Within competitive product category or context
Strengths	What drives appeal and how does this compare to competitive products?
Improvements	How could the concept be strengthened?
Advantage	Does it provide an advantage over current offerings to attract purchases over competitors?
Who appeals to most	Intended consumer target? Others?
Image	Based on photo sort online—visuals bring image to life for respondents
TURF analysis—“Total Unduplicated Reach and Frequency”	Optimizes the product line to maximize the total number of consumers who will purchase at least one SKU
Sales opportunity score	Provides clear understanding of sales opportunities

Advantages of Research Dimensions' "Food For Thought"

- Cost-effective pricing
- Quick turn around
- Simple method, comprehensive results
- 30 years of research insight
- Leaders and innovators
- Extensive experience in food industry in North America

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30 Soudan Avenue, 6th floor
Toronto, ON Canada M4S 1V6
Tel: 416-486-6161 Fax: 416-486-6162
1-800-663-2973 www.researchdimensions.com

Carla Hathaway
Phone: 416-486-6161 ext 350
Fax 416-486-6162
carlah@researchdimensions.com

David Kay
Phone: 416-486-6161 ext 355
Fax 416-486-6162
davidkay@researchdimensions.com