

Client Success Stories



Author



Tony Lewis
CEO

About The Author


Throughout his career, Tony has become a member of the MRS, AQR, ESOMAR and LARIA. Most recently Tony achieved Fellowship Status by the Chartered Institute of Marketing (CIM) the highest accolade that the institute can award a person.

About Vision One

Vision One is one of the UK's leading and fastest-growing specialist market research agency, with award-winning products and services guiding you to success through a bespoke research journey.



Contact Us

 0203 693 3150

 mail@visionone.co.uk

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Evaluating product taste and concepts across multiple variations



The Challenge

Hormel were in the process of developing an innovative new range of microwaveable Ready To Eat (RTE) meals, named 'Spiced for Life'. Positioned using the 'Ayurveda' philosophy, the products were made with herbs and spices that are thought to have health giving properties and contained high levels of antioxidants. Research was required to conduct an evaluation of the 'Spiced for Life' concept, and product/taste test each of the nine potential variants



Research Approach

Vision One conducted Central Location Tests (CLTs) across several venues across the UK. The sample consisted of over 400 respondents. All respondents were non-rejectors of the 'Spiced for Life' concept, who regularly bought and consumed RTE microwave meals.



Research Findings

Our research found that the most popular aspect of the concept was its unique storage proposition - that it could be stored without refrigeration and had a long shelf life. In addition, the concept was seen as being highly Unique, Easy to understand, with good Relevance and Believability scores.



Action

The insights from this project allowed Hormel to further develop and shape the 'Spiced for Life' concept, and revise and reduce their product range, based on robust insights.