

Practical example – FOOD EVOLUTION®



BACKGROUND/ CHALLENGE

- > 2010: international bidding from **Migros Group** concerning the chilled dip range
- > Goal: **relaunch** in 2011
- > **Lack of modernity** regarding format and design, **lack of appetite appeal/ freshness**
- > **Little innovation** in this product category

CONTRIBUTION

- > **Leading** process
- > Category **analysis, consumer needs and trends**
- > Market segmentation, positioning of the different segments, definition of potential
- > **Idea generation** for product innovation
- > **Consumer test:** degustation of new recipes
- > Elaboration of **final bidding documentation**

RESULTS

- > **Win** of bidding against international competition
→ **Launch winter 2011**
- > **Sales increase** by 15% (Mai 2012) since relaunch

