



Practical example – FOOD EVOLUTION®

BACKGROUND/ CHALLENGE

- > Sales of the MIGROS **diabetic chocolate brand AVANTA stagnated on a low level**
- > How can the products under the brand AVANTA be **vitalized?** e.g. relaunch under a new/ other existing brand?
- > Identifying **growth strategies** for diabetic chocolate

CONTRIBUTION

- > Development of a **custom made research design**
- > Performance of a **qualitative consumer research** with chocolate consumers and diabetics
- > Analysis, interpretation and recommendation for a repositioning, which was implemented one by one

RESULTS

- > **Paradigm shift from «diabetic» to «nutrition»**
- > Elimination of brand AVANTA
- > **New positioning** as a «sugar free product line»
- > New: line extension of the existing market leader product line instead of continuing a separate brand



Ohne Zuckerzusatz
Senza aggiunta di zucchero
Sans adjonction de sucre

