

Practical example – FOOD EVOLUTION®



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BACKGROUND/ CHALLENGE

- > The Ovomaltine tablet chocolate 100g has been very successful for decades
- > In 2013 a chocolate product should be introduced in the impulse purchase area at the checkout in order to induce people to also snap spontaneously
- > **Goal: development of an optimal bar form,** which has bite-size and weights about 35g

CONTRIBUTION

- > **Research:** analysis of existing chocolate products within the impuls purchase area
- > **Scribble phase:** creation of five possible forms for the snacking article under consideration of producer guidelines
- > **Fine tuning:** selection of two rough designs by Wander, which then were refined and implemented as 3D drafts
- > **Testing:** intern testing with Wander staff

RESULTS

- > **Launch:** introduction in **April 2013**
- > **Success:** The new Ovo chocolate mini has become a high flyer. The sales targets have been highly outperformed until today and the bar is now available in all Coop stores

