



## PRACTICAL EXAMPLE – FOOD EVOLUTION®

### BACKGROUND/ CHALLENGE

- > The positioning of «Pralinato» – the Nestlé classic since more than 25 years – is to be reviewed. In addition the brand is looking for ideas for future product innovations/ line extensions
- > Brand essence «Pralinato»?
- > What fresh ideas fit the brand in the future?

### CONTRIBUTION

- > Elements of the Food Evolution® process:
  - > **Qualitative study** (Determination of the Brand Essence, review of the existing brand positioning based on generated Consumer Insights)
  - > **Idea week** with students of the ZHAW (Generation, evaluation and selection of ideas for Pralinato under the new brand positioning)
  - > **Think Tank** (development of concepts for the TOP 5 ideas that were selected from the idea week)

### RESULTS

- > **Launch:**
  - Edition «Latte Macchiato»: 2005
  - Edition «Noir 70%»: 2007
- > **Clear positioning** in the market with an increase of market share (edition «Latte Macchiato» was in its first year more successful than the «Classic» edition)
- > **Defence** of the strong distribution position in the impulse channel
- > **Successful product on a long term basis:** playing an important role in the range since 8 years

