



Case – FOOD EVOLUTION®

CHALLENGE

- > Standard yoghurts lose market share against added-value products (indulgence, health, naturalness)
- > Yoghurt shelf is dominated by private label products from retailers → limited shelf space for brands can only be extended by innovative concepts
- > **Goal:** reinforce the market position of HIRZ by developing unique product concepts that strengthen the brand positioning of «intensive pleasure»

APPROACH

- > **Online ideation via web community** to get inspirations in terms of product ideas
- > **Focus groups** with yoghurt heavy user to fully understand perceptions and expectations towards «intensity». Output: the relevant insights as a starting point for the upcoming Consumer Dialogue Session
- > **Consumer-Dialogue Session** with client, out-of-the-box thinker, consumers, insight specialists and designer of UNICO

OUTPUT (EXAMPLE)

- > The HIRZ jogurt concept with crisps, which intensifies indulgence and underlines the brand positioning
- > **Launch** of 2 SKU's Chocolat and Mocca in October 2013, SKU Caramel in 2014
- > **Result:** excellent market performance, well above expectations, ongoing **grown rate of 8%** in a saturated market
- > Now established as HIRZ leader product range, listed in all relevant sales channels

