

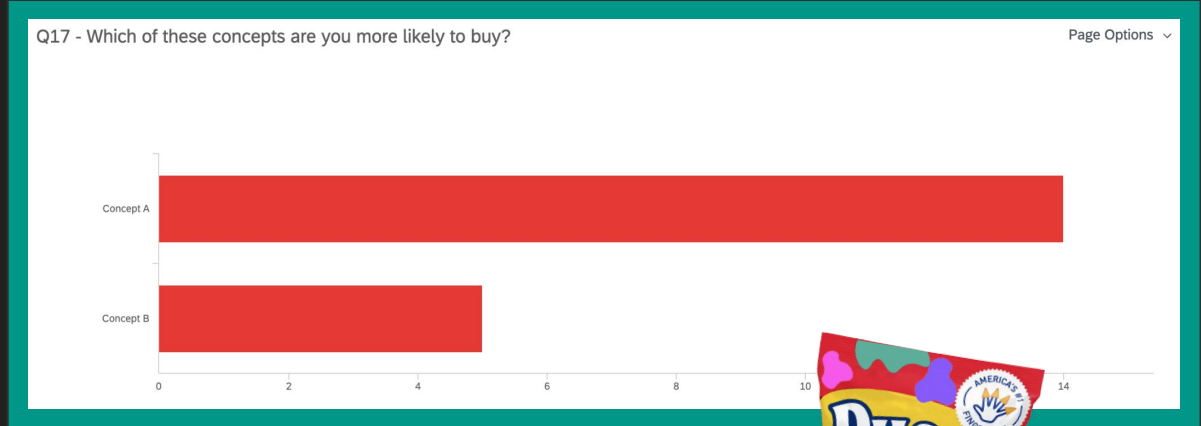
Quantitative Research Findings and Implications

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Overall Recommendation

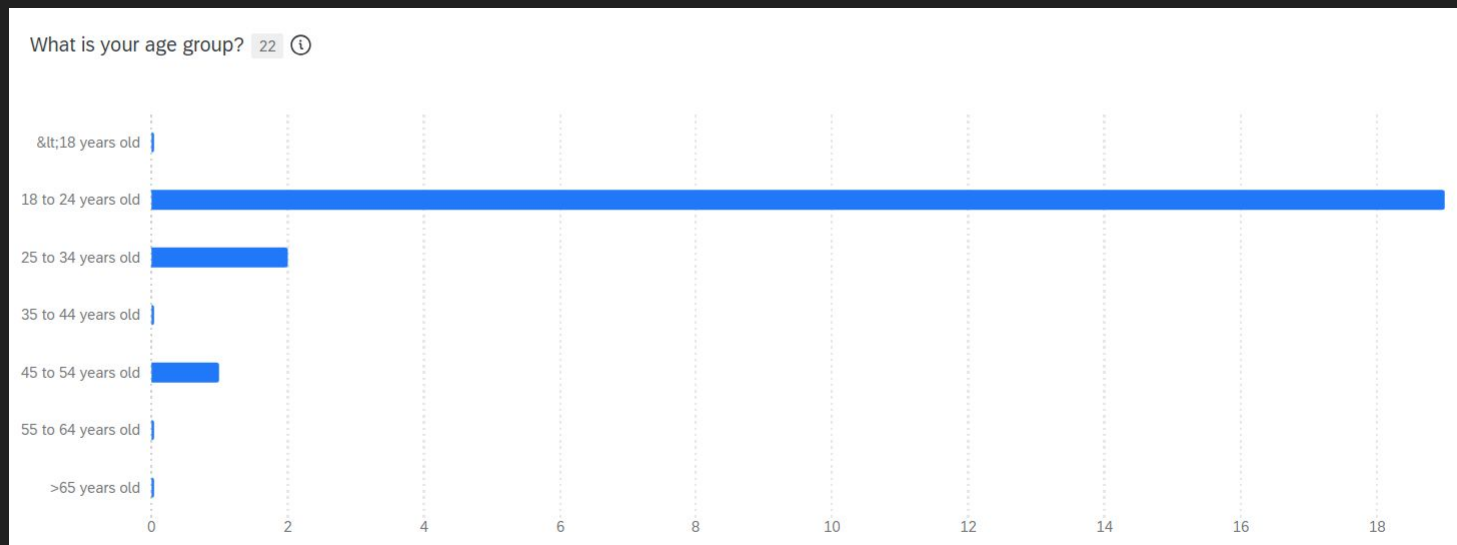
Bugles Finger Friends overall had a major lead over Choc-imals in the forced choice question, with **70%** of the responses

This is further evidenced by other findings within our survey



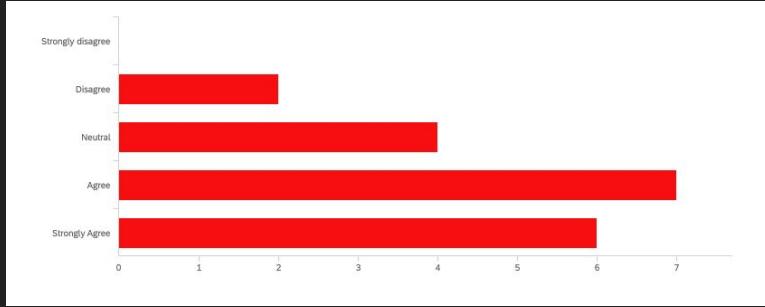
Demographics

- 86% of our responses were between the ages of 18 to 24.
- 70% of the responses worked between 1 and 36 hours a week.
- Only 5% have a child between the ages of 3 to 12 years old.

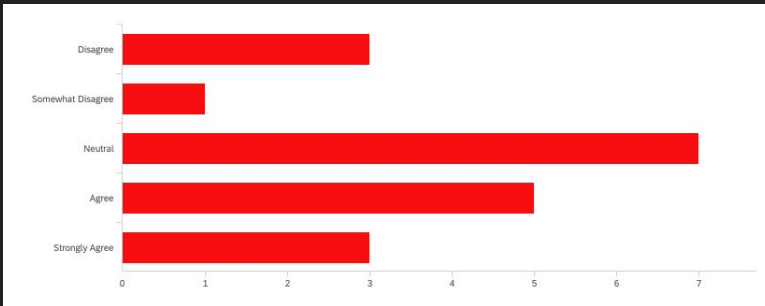


In Comparison to Other Snacks...

This product compares favorably to other snacks I enjoy.



Respondents found the Bugles Finger Friends concept to be more aligned with snacks they enjoy, with there being a higher amount of agreeableness.



With the Choc-imals concept, more respondents were neutral or were disagreed with the concept. Throughout the survey, we see that the Finger Friends concept seems to be more favorable with respondents.

Flavor and Taste Preferences

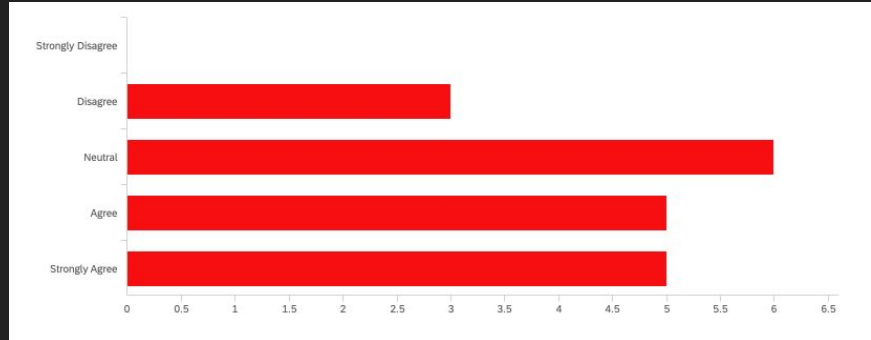
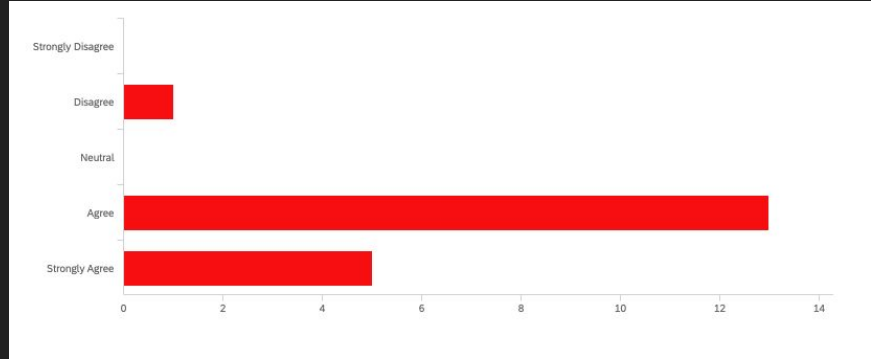
Respondents also seemed to find the Finger Friends concept to be more appetizing, with there being only one response of disagreement/neutrality.



Compared to Choc-imals, there were more mixed responses with it ranging from disagree to strongly agree. We see that customers would prefer a saltier snack rather than a sweeter choice.



This product looks appetizing.

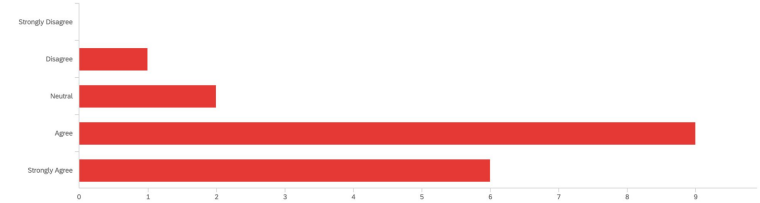


New Product Introduction

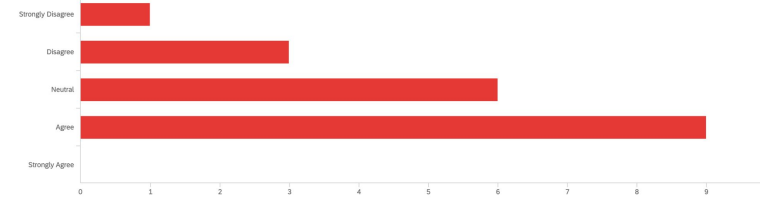
- Brand synergy is very important to Bugles as we do not want to jeopardize consumers' existing relationship with the brand when introducing such a different product aimed towards kids
- Results were very different between the two products with approximately **53%** of respondents either feeling neutral or negative towards Choc-imals fit within the Bugles brand
- Only around **17%** felt this way with Finger Friends, along with a substantial increase in Strongly Agree responses



Q4 - This product fits well with the Bugles brand.



Q45 - This product fits well with the Bugles brand.

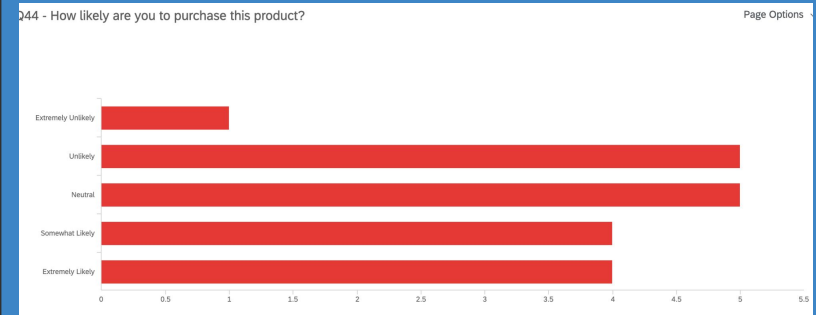
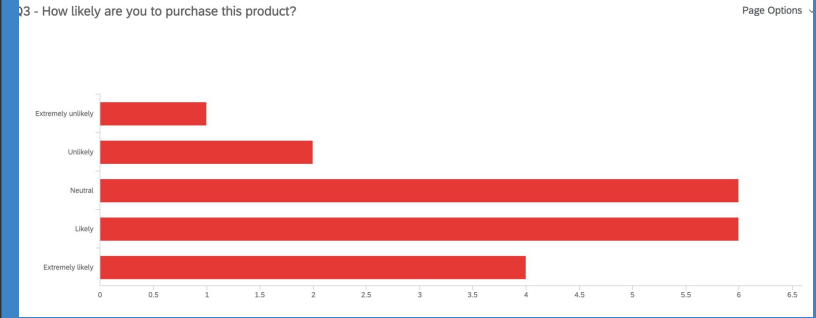


Likelihood To Purchase

- Overall likelihood to purchase is more positive with Finger Friends.



- Choc-imals did have the largest amount of people choosing “Extremely Likely”, yet also had the most choosing the negative options.



Verbatims

“This one is fun!”

“Maybe a new flavor, although I understand the health benefit offered by the original.”



“Never seen brown bag of Bugles before”

“...but it looks like it doesn't taste good. Bugles are not a sweet snack so it's weird that it's chocolate flavor.”



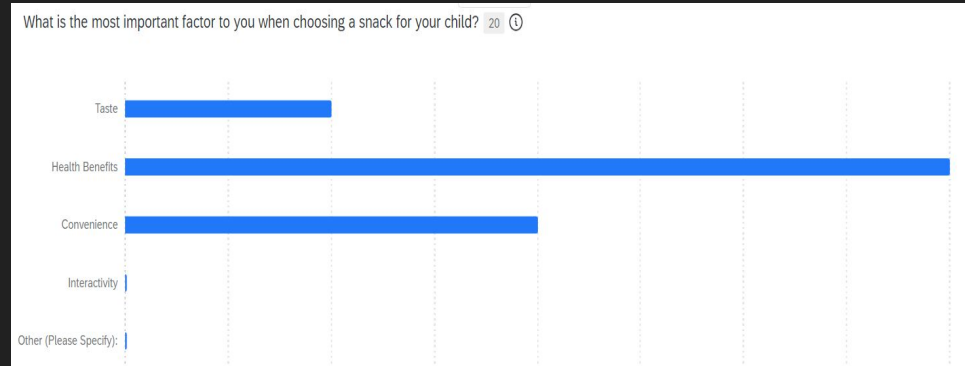
Most Important Factors when Choosing a snack

40% said health benefits

meanwhile...

20% said convenience

Only 10% said taste. This shows us that health benefits has seemingly become a much more important factor in a snack. We made this a priority as well when designing these snacks. Both products incorporated this aspect.

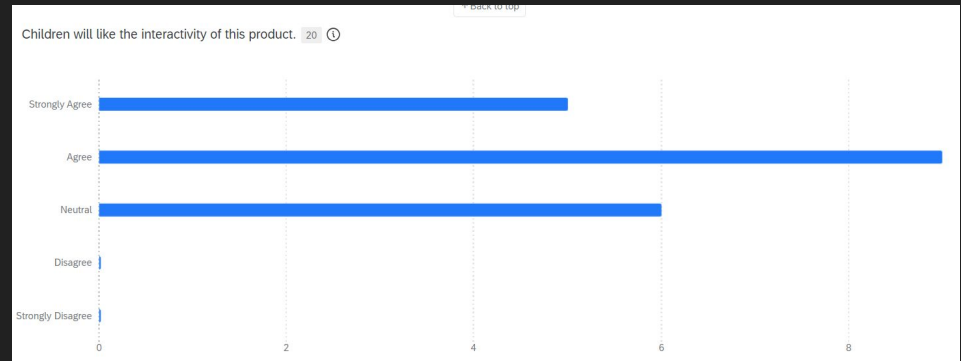
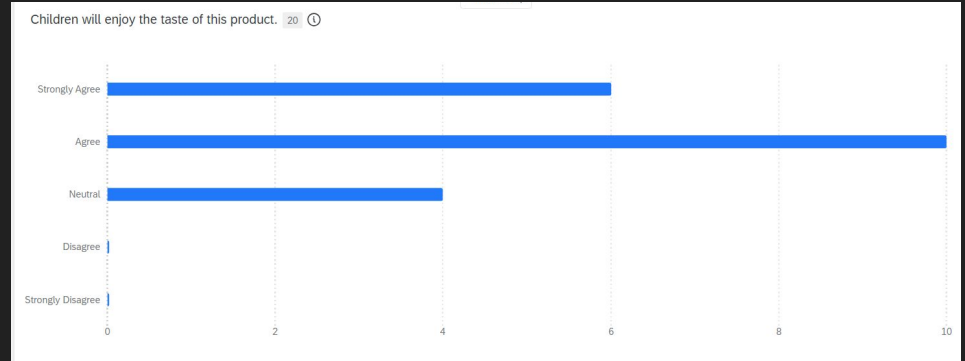


Children Enjoyment

The respondents strongly felt that children would like the taste and interactivity of both of the products.

For both questions for both products Agree was the majority answer with strongly agree being the second most picked answer.

This confirms what we were trying to accomplish with these products. It also however, didn't do much in showing which one was better. Nevertheless, it was very useful information.



Conclusion

From this questionnaire, we concluded these key findings for the 18 to 24 years old group:

1. Finger Friends (70%) performed better than Choc-imals (30%)
 - a. Respondents thought that Finger Friends looked more appetizing, fits better with the Bugles brand, and are more likely to purchase this compared to Choc-imals
2. Respondents perceive snacks with colorful packaging as more appetizing
3. Respondents are health conscious and would choose snacks with health benefits (40%) over taste (10%)
4. Respondents have a strong perception of the Bugles brand
 - a. Respondents perceive Bugles as a salty snack with a fun, colorful packaging
 - b. This is part of the reason why Choc-imals did not perform as well as Finger Friends
5. Key Recommendations:
 - a. Finger Friends: Add perceived health benefits by incorporating healthier ingredients
 - b. Choc-imals: Change packaging to be more colorful, emphasize more on the salty flavor over the sweet flavor profile.

