

# Case Study: Defining the Food DNA of an iconic breakfast food brand

## Our Challenge

Our client – a global food company – wanted to **define the DNA of one of its best loved and iconic brands** – a frozen breakfast food with an extensive portfolio



Consumer research was required to gain **deep insight into the link between the sensory experience of foods** across the portfolio and the **associated emotional take-out and brand associations**

# Case Study: Defining the Food DNA of an iconic breakfast food brand

## BE Inspired Methodology

**Insights audit & stakeholder interviews** – we synthesised existing product and brand insights and talked to stakeholders about their hypotheses about the brand DNA

**Hypothesis development** – developed a series of hypothesis about the food sensory experience and & how this linked to the role of the brand in consumers' lives

**Consumer Deep Dive: Deconstructing the Food Journey** – 10 current foods placed with consumers over 14 days (5 foods for each consumer). Consumers deconstructed sensory food journey – visual, preparation, taste, texture – and how this ladders up to emotional associations with the brand. The perspectives of both Mums and Kids were explored.

**Consumer Deep Dive: Product Labs** – Selected consumers attended 6 x Product Lab Sessions to explore additional pipeline and relevant competitor foods

**Future proofing food DNA** – Interviews with **external/internal experts** in health & nutrition & food trends

**DNA Workshop & Report** – Full-day workshop with stakeholders to share consumer learning and agree core elements of DNA. Synthesis of findings to create DNA report

# Case Study: Defining the Food DNA of an iconic breakfast food brand

## Key Insights and Impact

- Key insights included:
  - ✧ The **defining role of texture** within the food DNA
  - ✧ The sensory & emotional impact of **how the food is prepared within the family breakfast context**
  - ✧ The delicate **balance between enjoyment & health** for future food development
- The outputs are the FOOD equivalent of a Brand Equity Tool – **essential and enduring**
- The DNA document is being used as a **universal guide for creating GREAT food**
  - ✓ Provides a **framework** for food development, while allowing and promoting creative flair
  - ✓ Provides **guidelines** for how to expand the brand footprint through innovation
  - ✓ Ensures the **portfolio stays true to the DNA of the brand**



Fluffy  
Dry Soggy  
Crispy Soft  
Authentic Crunchy Light  
Chewy  
Moist



Content Satisfied  
Pleased Relaxed  
Happy Energized  
Nurturing Disappointed Comforted  
Compromised Guilty Not satisfied Disappointed Comforted  
Optimistic Anxious Motivated



Bel  
 $\frac{1}{10^3}$   
A  
t, t  
ALB  
no  
X

# Thank You!



For more information please contact:  
[sian@thebeearchitects.com](mailto:sian@thebeearchitects.com)

**THE**  
**BEHAVIOURAL**  
**ARCHITECTS**