veylinx

Claims Test Tony Chocolonely Chocolate Bars

United States

Objectives & Methodology

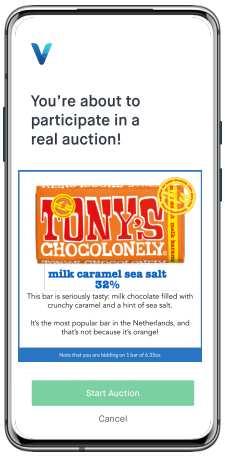
Objective of the study is to identify which claim elicits the highest demand for 'Tony Chocolonely' chocolate bars.

Veylinx uses Vickrey auctions to elicit consumers' actual willingness to pay. In this study a digital auction will be set up, inviting respondents to place a bid on a single product.

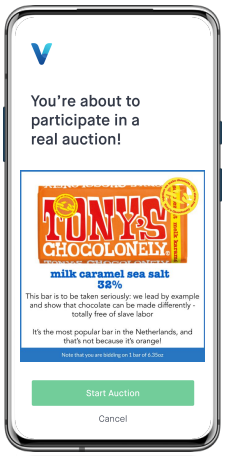
Disclaimer: This case is fictional and serves for demonstration purposes only.

Stimuli

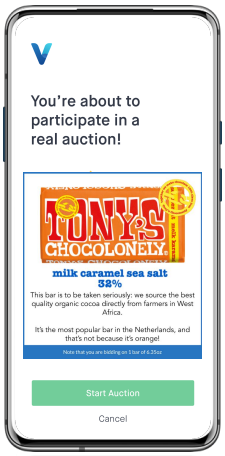
Flavor
n=250



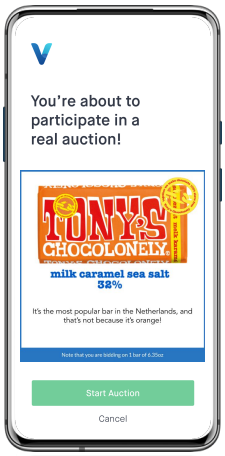
Mission
n=250



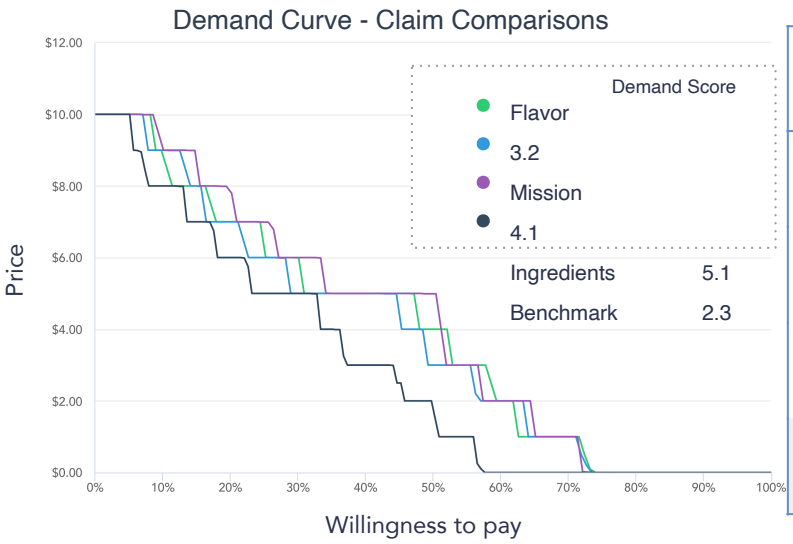
Ingredients
n=250



Benchmark
n=250



Demand Findings



Overall Rank	Concept	N	WTP $4.99	Interest	Demand Score*
1	Ingredients	250	50.80%	72.8%	5.1
2	Mission	250	47.60%	73.0%	4.1
3	Flavor	250	49.00%	73.1%	3.2
4	Benchmark	250	21.00%	57.3%	2.3

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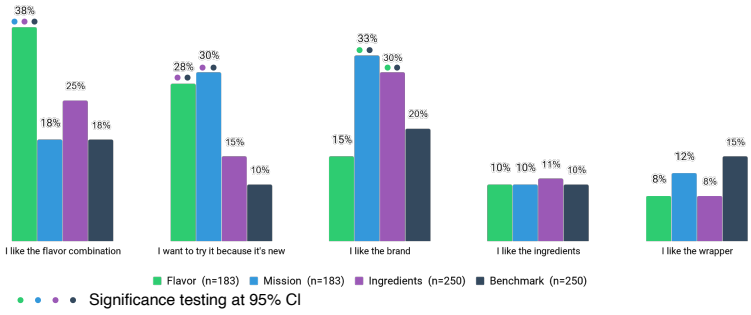
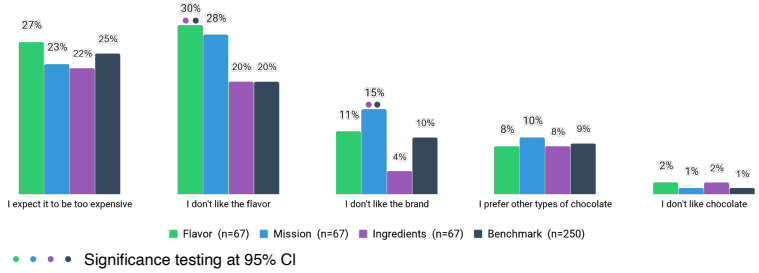
Reasons to buy - not to buy

Reasons to buy >$0 bidders

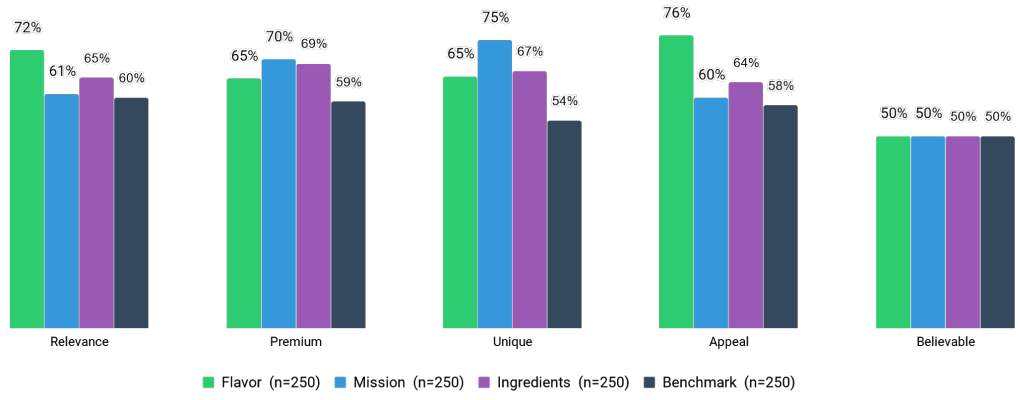


Reasons not to buy - $0 bidders



Attitudes

Attributes - Top2Box Comparison



Key Findings

- Ingredients have the broadest mass market appeal. Amongst Fair Trade shoppers, the Mission claim is the most effective.
- The different claims elicit different associations with the product. For those who saw the Flavor claim, the taste combination was the main reason to buy, for those who saw the Mission claim instead, the brand was the actual reason.
- The relevance is driven by the flavor blend of caramel and sea salt. The brand drives the uniqueness, even if, the Tony's brand is still a niche in the US market and this is limiting the overall relevance.