Certainty
Crafting Excellence

CASE STUDY
certaintyinfotech.com

Product Test

INDUSTRY	MARKET
Food and Beverages	KSA

OVERVIEW

Our brand planned to expand its portfolio by entering the potato chips category in Saudi Arabia with the launch of a new brand. This case study highlights how Certainty supported the our brand Potato Chips Product Test, designed to evaluate initial product samples against consumer expectations and taste preferences, benchmark them against leading brands, and select the best flavour house for each flavour.

OBJECTIVE

- Evaluate initial product samples against consumer expectations and taste preferences
- Identify the best flavour house for each flavour
- Benchmark each sample against leading brands
- Identify optimisation areas to enhance product appeal prior to launch

METHODOLOGY

- Face-to-face CAPI interviews in a central location test (CLT) in Riyadh, with unbranded products and a sequential monadic design
- Males and females aged 18–35, Saudis and expats, SEC AB, C1 and C2, residing in Riyadh
- Sample respondents across four panels
- Regular consumers of the category at least twice a week for personal consumption

CERTAINTY SUPPORT

Research Design

- Four-panel test design, with two products per flavour and three flavours per panel
- Two flavour houses tested against leading brands

Data Quality

- Receiving products from client
- Masking competition products
- Exact rotation as per rotation shield
- Water and crackers between products

Analysis

- Overall likeability, paired preference and purchase intent versus benchmark
- Significance testing at 95% confidence

Reporting

- Flavour-level recommendations against action standards
- Improvement opportunities for each flavour

BUSINESS IMPACT

The Product Test gave our brand a clear, consumer-driven basis for choosing a flavour house at the individual flavour level, strengthening the foundation for its entry into the potato chips category.

- Clear flavour house recommendation for five of the six flavours tested
- Performance benchmarked against leading brands on likeability, preference and purchase intent
- Reformulation need identified for Chili, where neither flavour house met the benchmark
- Optimisation areas identified for each flavour ahead of launch

OUTCOME

The Product Test enabled our brand to proceed with first flavour house for French Cheese, Cheese and Nacho Cheese and with another flavour house for Ketchup and Flaming Hot, while identifying that neither flavour house is ready for Chili without full-scale reformulation.

TECHNOLOGIES & EXPERTISE

- Sequential Monadic Product Testing
- Just-About-Right (JAR) Diagnostics
- Central Location Testing (CLT)
- Benchmarking against Leading Brands
- Paired Preference & Purchase Intent
- Key Recommendations