



# Good For All Pow Snx Bar

Pricing Evaluator™ - Monadic





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# Background & Objectives

## Background & Objectives

Good For All Brands is getting ready to introduce their new snack bar, Pow Snx, to market. Pow Snx bar is a tasty way to fuel up before you get going. It's made with a blend of fruits, nuts, and other nutrients to pack a powerful punch of protein and whole grains into one tasty snack.

Based on prior knowledge, the team has narrowed down the go-to-market price for the 1.5 ounce bar to three price points: \$0.99, \$1.49, and \$1.99.

The Good For All Brands team recognizes the value in integrating the voice of the consumer, so this study leveraged the GutCheck Pricing Evaluator – Monadic study to determine the best price for introducing the product to market.

## At what price point should the Good For All Brands team consider selling for their Pow Snx Bar product?

Through scorecard analysis, prioritize based on the following 5 metrics:



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The following questions are independent from the concept metric evaluation and will not be statistically tested:

Heat Maps Likes/Dislikes

How often would respondents consume the snack bar?

When would respondents most likely consume the snack bar?

## Stimuli Tested

**\$0.99**  
**Price Point**  
for a 1.5 oz. bar



### Good For All, Pow Snx Bar

Good For All Pow Snx bar is a tasty way to fuel up before you get going. It's made with a delicious blend of raspberries, cranberries, almonds, flaxseed, oats, soy milk, and honey to pack a powerful punch of protein and whole grains into one yummy snack.

- 8 grams of protein
- Full serving of fruit from raspberries and cranberries
- 15 grams of whole grains from oats and flax
- Only 100 calories

**\$1.49**  
**Price Point**  
for a 1.5 oz. bar



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# Methodology

## Methodology

This study was conducted via an online quantitative survey. Each survey lasted approximately 8 minutes.

Method	# of Concepts
Pricing Evaluator: Monadic	3

# of Concepts per Respondent	# of Respondents per Concept
1	100

Audience	Qualifying Criteria
Gender	Males and Females
Age	18-64
Interest in nutrition	Very Interested or somewhat Interested
Snack purchases	Purchased snack bars in last 60 days



## Methodology: Scorecard

# GutCheck's Scorecard for Monadic & Sequential Monadic studies helps prioritize concepts on the metrics that matter most.

**Concept vs. Concept:** Used to determine how a concept performed head to head against another concept

Metric	Concept 1 A	Concept 2 B	Concept 3 C	Concept 4 D	Concept 5 E
TB Purchase Intent	43% <sup>DE</sup>	40% <sup>E</sup>	38% <sup>E</sup>	34% <sup>E</sup>	25%
TB Uniqueness	44% <sup>E</sup>	41% <sup>E</sup>	39% <sup>E</sup>	38% <sup>E</sup>	25%
TB Believability	28% <sup>E</sup>	26% <sup>E</sup>	23%	22%	19%
TB Relevance	25%	22%	35% <sup>ABD</sup>	27%	47% <sup>ABCD</sup>
TB Value	3%	13% <sup>AcDE</sup>	8% <sup>A</sup>	8% <sup>A</sup>	7% <sup>A</sup>

TB" refers to top-box, or the percent of people who selected the top answer amongst the five answer choices (i.e. Very likely)

The red letters indicate a difference between that label's metric and another label's metric (in this case, Label 5's Relevance value is significantly higher than the labels in column A, B, C and D which are labels 1, 2, 3, and 4)

\*Refer to the footnote for explanation of upper and lower case letters



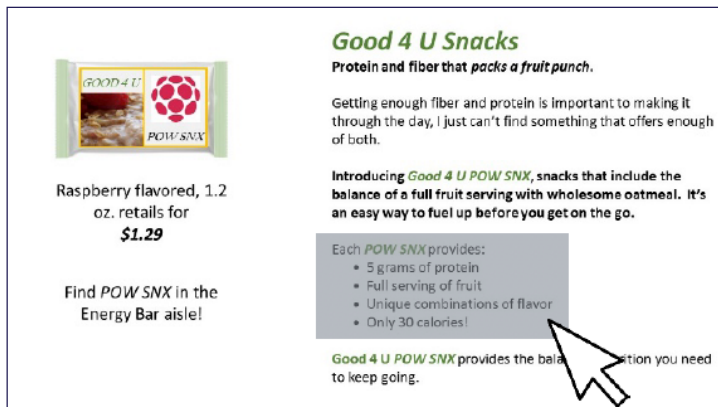
## Methodology: Heat Map

Respondents identify specific elements of the stimulus that speak to them positively or negatively. Those responses are then aggregated.

Respondents use their mouse to draw a box over something they think increases or reduces the product's value.

The data overlays onto an image with shading to represent relative frequency that an area was selected. Colors represent blue, the least selected areas to red, most selected areas.

To ensure adequate representation, GutCheck requires at least N=50 responses to analyze heat map data and include them in the body of the report. Heat Maps with less than 50 Consumers are more likely to show individual opinions that aren't representative of the study's population.



**Good 4 U Snacks**  
Protein and fiber that *packs a fruit punch*.

Getting enough fiber and protein is important to making it through the day, I just can't find something that offers enough of both.

Introducing **Good 4 U POW SNX**, snacks that include the balance of a full fruit serving with wholesome oatmeal. It's an easy way to fuel up before you get on the go.

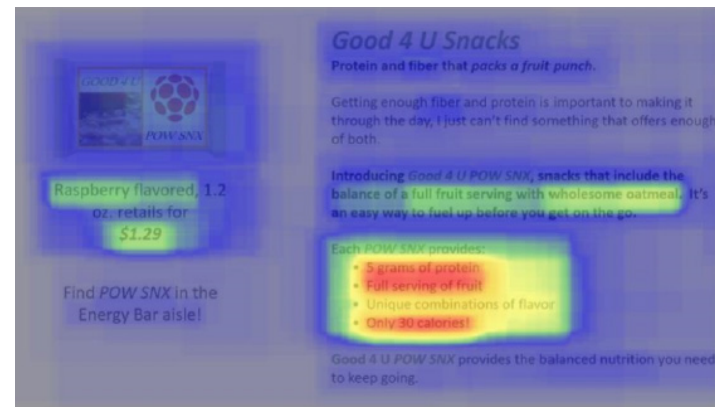
Each POW SNX provides:

- 5 grams of protein
- Full serving of fruit
- Unique combinations of flavor
- Only 30 calories!

Good 4 U POW SNX provides the balanced nutrition you need to keep going.

Raspberry flavored, 1.2 oz. retails for **\$1.29**

Find POW SNX in the Energy Bar aisle!



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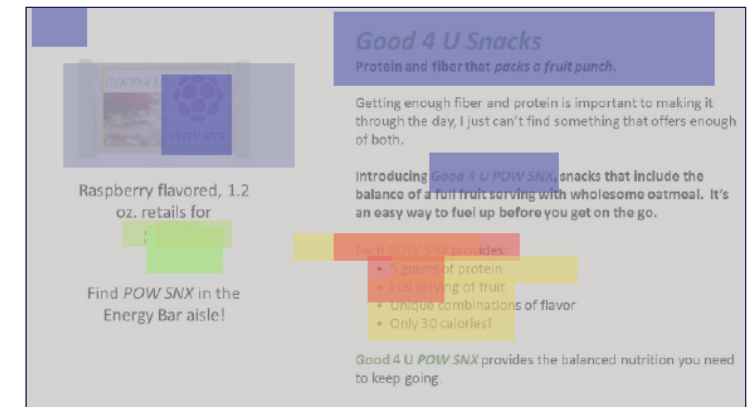
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# Executive Summary

## Executive Summary: Key Findings

### The Good For All Brands team should price the Pow Snx Bar at \$1.49.

- The \$1.49 price point performed best of the three price points on *Purchase Intent* with a significantly higher score than the \$1.99 price point, suggesting that \$1.99 is too expensive for the product.
- Furthermore, the \$1.99 price point performed significantly worse than the \$0.99 price point on *Value*.
- There was no significant difference in *Quality* across the three price points, although directionally quality scores increase as the price increases.
- Respondents reacted positively to the low calorie and high protein content, but they did not like the name of the product.

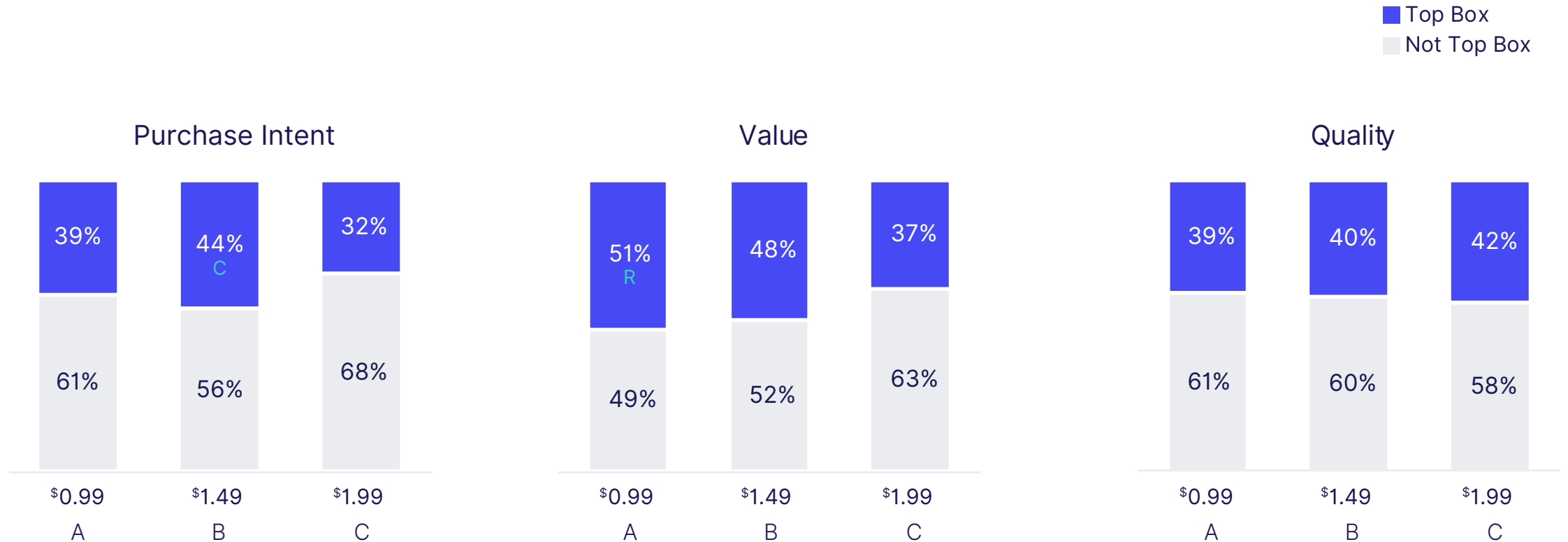




# Detailed Findings

### Detailed Findings: Purchase Intent, Value, Quality

The \$1.49 price point performed best of the three price points on *Purchase Intent*. It performed directionally better than the highest price point on *Value* and directionally better than the lowest price point on *Quality*.



Statistical significance is determined using a 2-tailed test and sample size of N=100 per concept. Upper and lower case letters signify 95% and 90% confidence respectively.

## Detailed Findings: Heat Map (n=300)

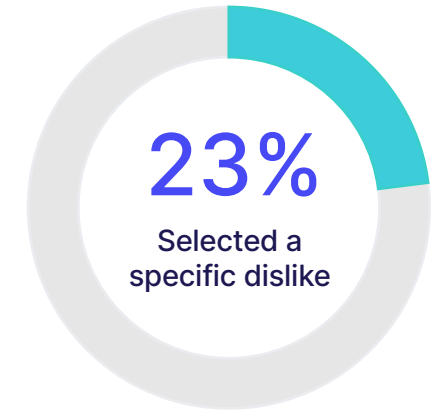
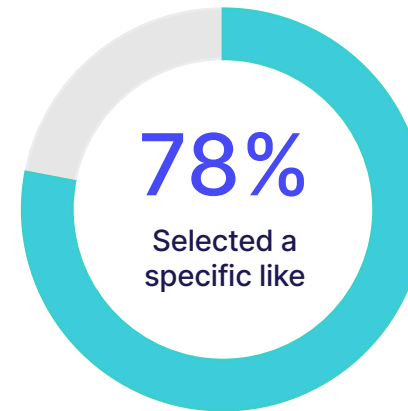
1.5 oz. bar



### Good For All, Pow Snx Bar

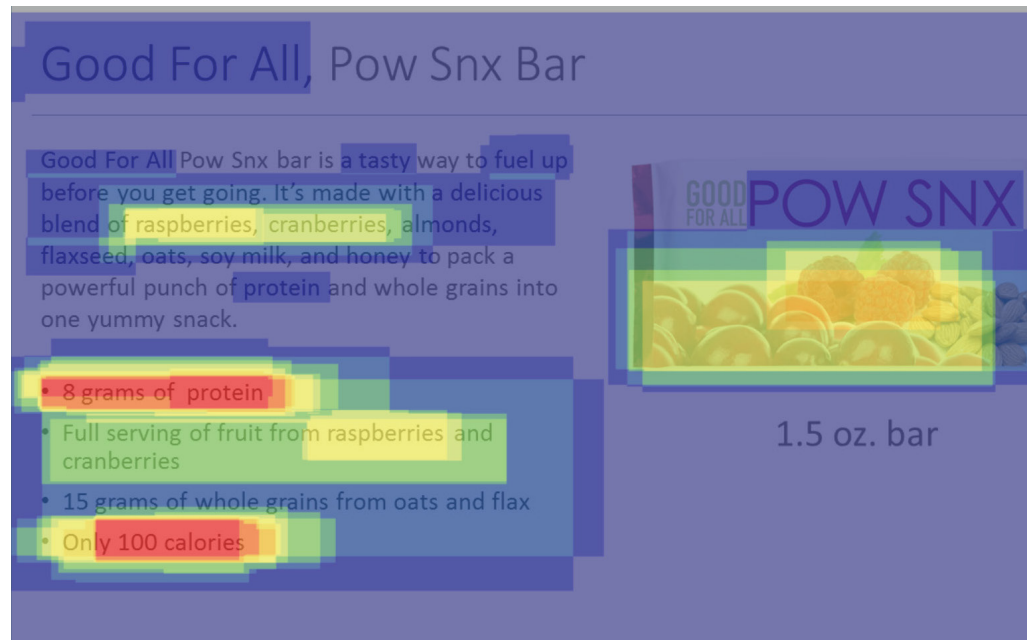
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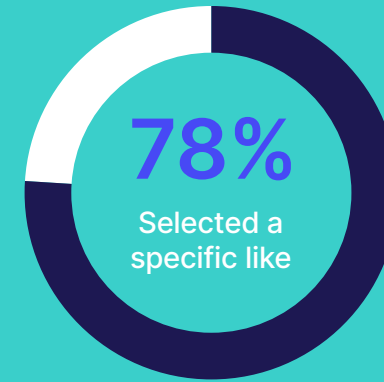


## Detailed Findings: Heat Map (n=234), Likes

Respondents reacted most positively to the combination of low calories and high protein content.



Legend: Not Selected Most Selected



“

I like that even though it's only 100 calories, there is a good amount of protein in it

“

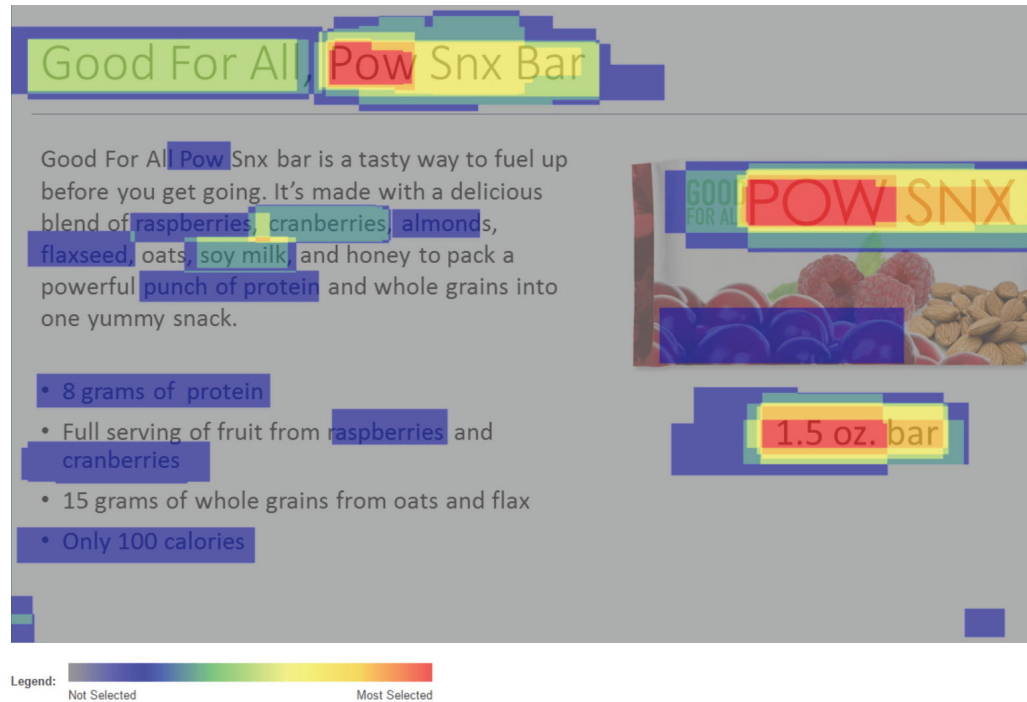
This looks like a guilt-free, tasty snack bar that I won't feel bad snacking on because it's only 100 calories, yet has many nutrients.

“

I like the fruit flavors and the flavor combinations in general.

## Detailed Findings: Heat Map (n=69), Dislikes

Respondents most often highlighted the snack bar's name and weight as dislikes.



“

I don't like the name. It sounds weird to me.

“

The name makes me think it's an energy bar, but it doesn't seem like the bar would actually give me energy.

“

This seems small. For \$2 I can eat something much more filling.

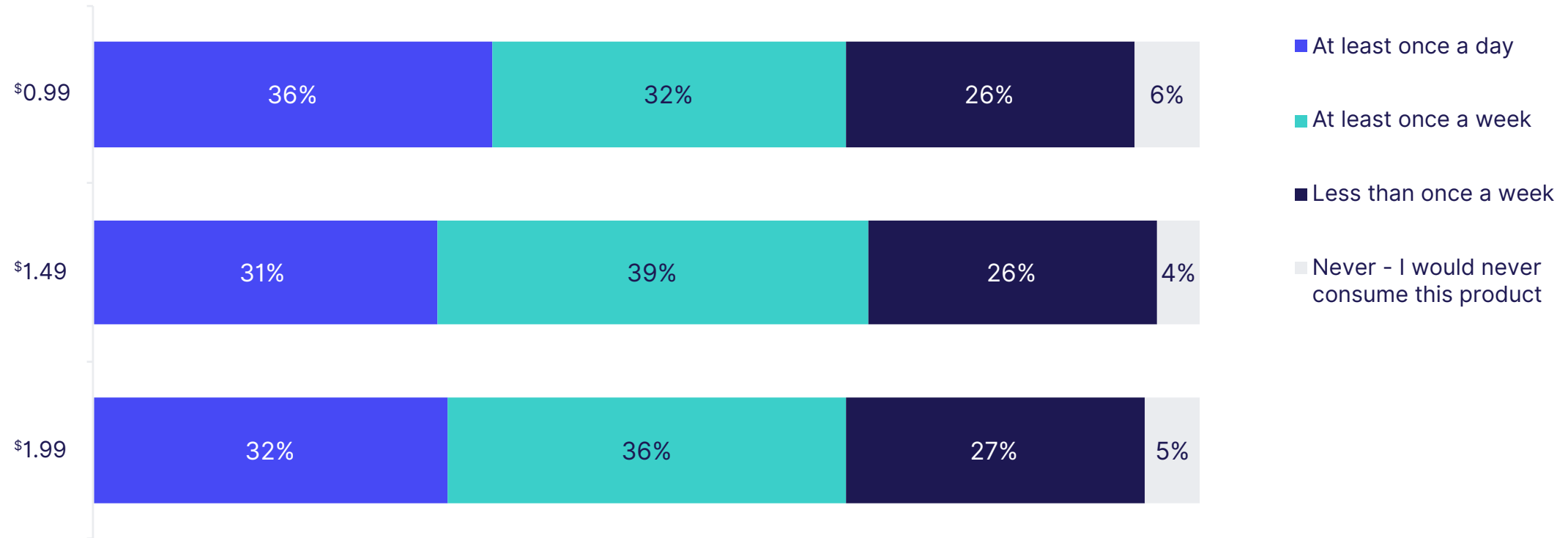




# Supplemental Findings

Supplemental Findings (n=100 per price point)

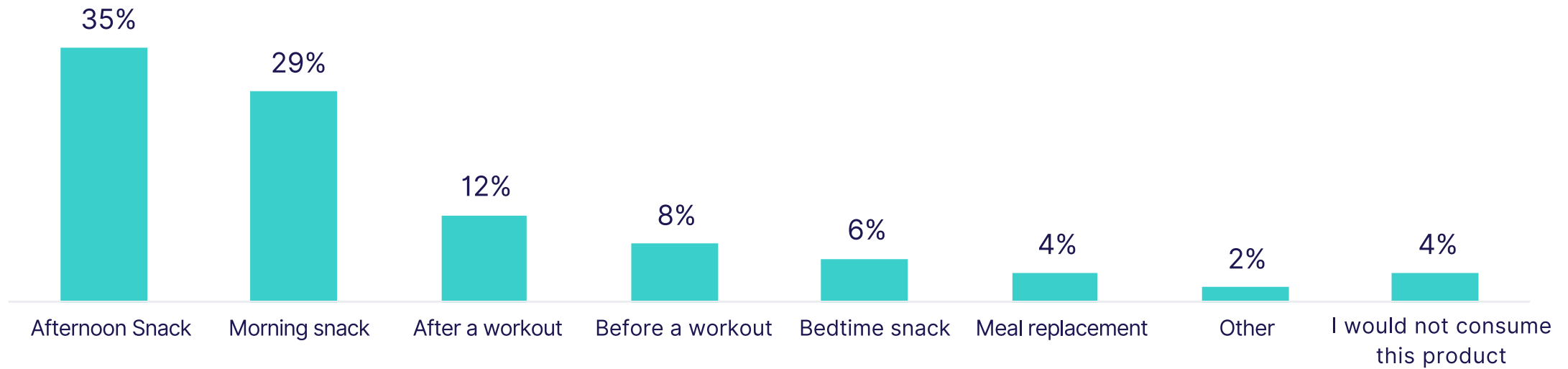
The majority of respondents would consume this product at least once a week.



Q: How often would you consume this product if it were available today?

Supplemental Findings (n=300)

Respondents would consume this product most often as an afternoon snack.



Q: At which of the following times would you be most likely to consume this product?

## Scorecard Metrics (n=100), Top Box

### Concept vs. Concept Scorecard

Metric	\$0.99 A	\$1.49 B	\$1.99 C
TB Purchase Intent	39%	44% <sup>c</sup>	32%
TB Uniqueness	51% <sup>c</sup>	48%	37%
TB Believability	39%	40%	42%
TB Relevance	43%	42%	45%
TB Value	32%	35%	37%

#### GutCheck Concept vs. Concept Scorecard Comparison

Statistical significance is determined using a 2-tailed test and sample size of N=100 per concept. Upper and lower case letters signify 95% and 90% confidence respectively.





# Appendix

## Appendix: Sample Demographics

Gender	
Male	50%
Female	50%

Age	UK
Under 13	-
13-17	-
18-24	12%
25-34	30%
35-49	35%
50-64	23%
65 or older	-

Region	
Midwest	21%
Northeast	16%
South	40%
West	23%

Interested in Nutrition	
Very interested	63%
Somewhat interested	16%
Neither interested nor uninterested	0%
Somewhat interested	0%
Very interested	0%

Snack Purchases Past 6 Months	
Snack bars	100%
Fresh fruit	63%
Chips	52%
Cookies	47%
Trail mix	72%
None of the above	0%