



How Kernel Season's Used Agile Research to Prioritize Concepts



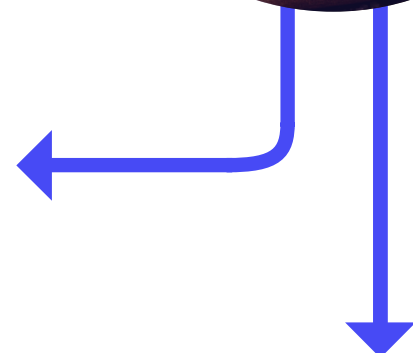
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Knowing the big brand environment and now experiencing small brand dynamics, first hand, agile market research gives quality research results and can be applied to various stages of research, no matter the size of company.

Scott Lerner
CEO of Kernel Season's

The Challenge

The small-brand category is ripe with innovation. Because brand awareness may typically be lower than what it is for big brands, small brands must differentiate themselves in order to break through and speak to consumers. Unfortunately, when it comes time for research, both the budget and research teams tend to be smaller, left without the resources bigger brands may have. Like many other fellow small brands, Kernel Season's is used to working on a lean research budget, and in order to gain insights before making critical business decisions, they commonly have to use limited research techniques, such as asking internal audiences, reaching out to friends and family, and relying on past experiences or their "gut."

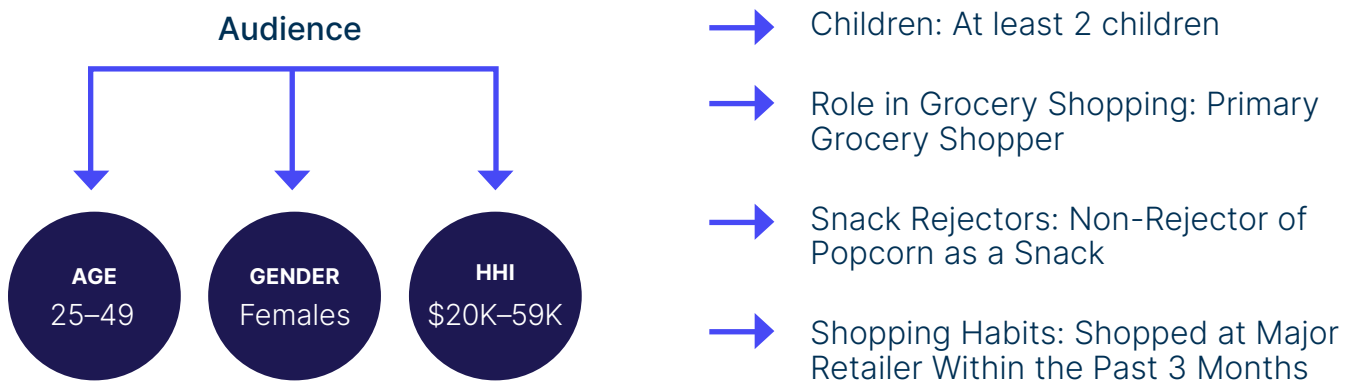


When they no longer wanted to be susceptible to the risks involved with these methods, they decided to seek out a new approach. Intrigued by GutCheck's agile methodologies, focusing on speed, quality, and affordability, Kernel Season's decided to leverage their quantitative methodologies in two different stages of concept development.

The Multi-Stage Quantitative Approach

The Kernel Season's team was looking to understand consumers' thoughts on two new product concepts they were considering launching. It was important for them to reach their specified audience to ensure the feedback gained would still be relevant once the refined products become available in the marketplace.

Concept A and B and Concept A, B, and C



Once the initial round of research was completed, where they tested two concepts, the Kernel Season's team found themselves facing a situation—one that is becoming more common every year in the research realm: executive management came up with yet another new idea that also needed testing. As a second phase, Kernel Season's then wanted to understand how all three concepts measured up against one another. It was important to keep the same type of audience, since the overall research objectives hadn't changed; they still needed to know which concept would resonate the most with consumers before moving forward in development.



The Overall Research Objective

Prioritize concepts based on Purchase Intent, Appeal, Uniqueness, Believability, Value, and Ability to Increase Popcorn Consumption.

The Solution

A Concept Prioritizer™ was used to identify the winning concept among the group before further development. The Kernel Season's team was able to be in and out of field quickly for both phases and understand how the last-minute concept addition fit into the mix.



The Results

Although previous methodologies included internal audiences, this agile multi-phase solution gave consumers a real voice within the Kernel Season's organization. The research results gave their team more confidence and targeted-consumer data to rely on, as opposed to just their "gut feeling."

Big Brand Tools at a Small-Brand Price



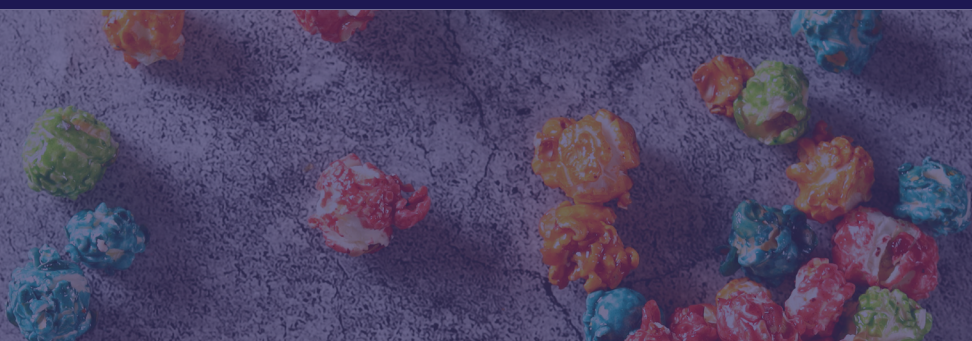
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