

# To Brand or not to Brand in Product Guidance Testing:



## When to Add Brand to a Category Appraisal

Lisa Povolny  
Natalie Stoer

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# Background

- Much research has been done on the impact of branding in consumer testing.
  - Allison, R. L. and Uhl, K.P. (1964) Influence of Beer Brand Identification on Taste Perception.
  - Gacula, M.C. et al. (1986) Some Sources of Bias in Consumer Testing.
- Little research has been published on understanding the influence of brand on consumer liking using category appraisal methodology.



# Key Questions

- Do the same product attributes of well liked products found with traditional category appraisal methodology (unbranded) hold true when a product is branded?
- What happens if you have a product where brand may be an integral part of product acceptance?

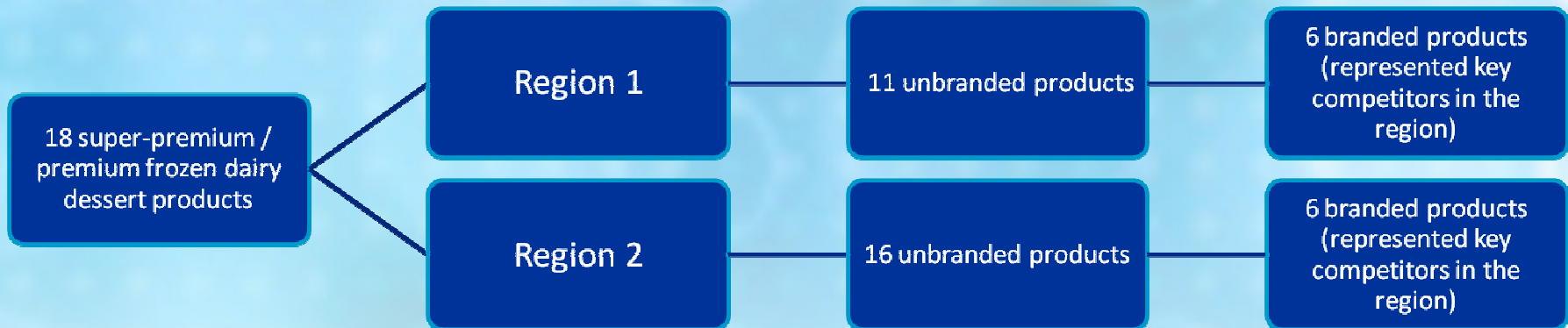


# CASE STUDY 1: FROZEN DAIRY DESSERT



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# Case Study 1: Frozen Dairy Dessert Methodology

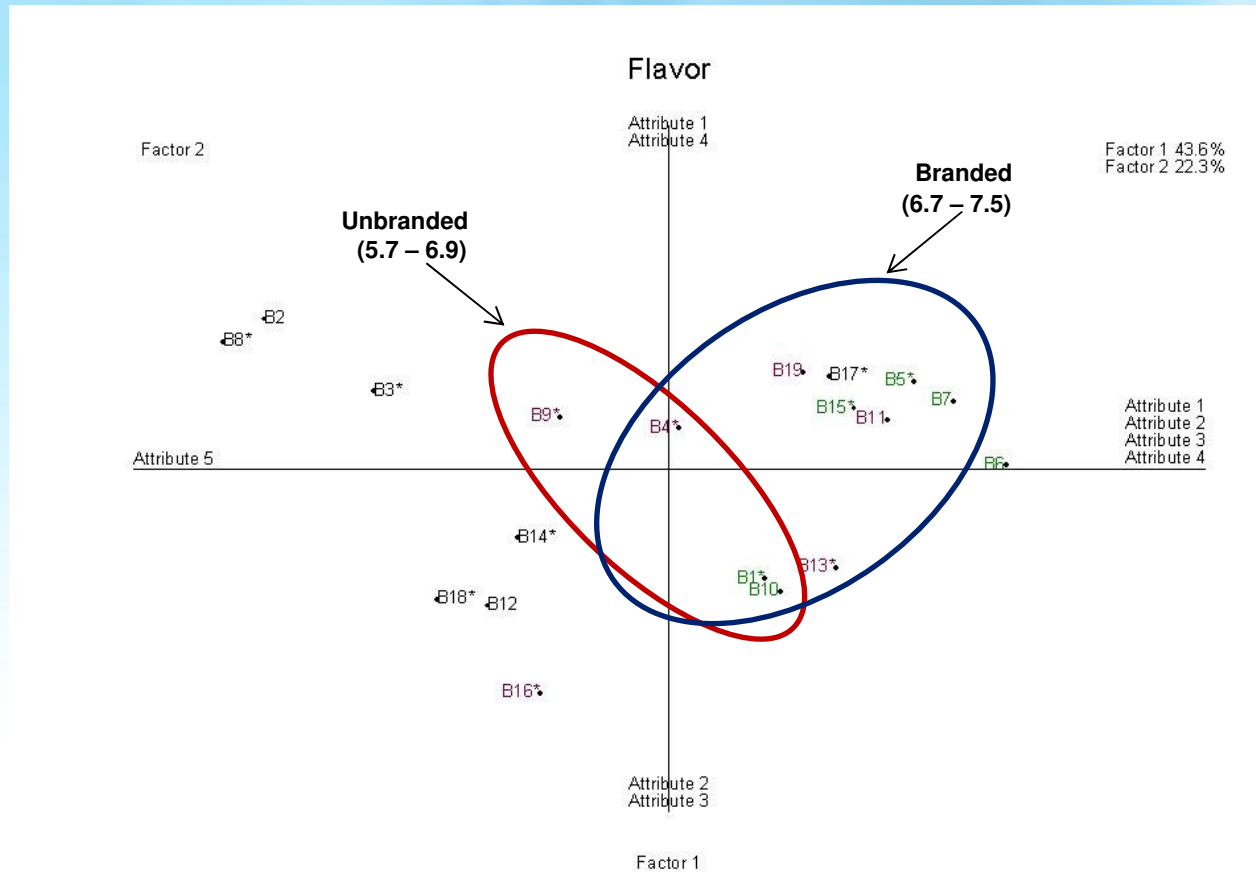


- Consumers tasted all products from their region unbranded over multiple days.
- Branded testing was conducted on a separate day at the end of the study.
  - Branding was done by showing the consumer a picture of the actual product package prior to receiving the sample.
- Consumers were screened to be users of the super-premium & premium frozen dairy dessert categories, not a specific brand.



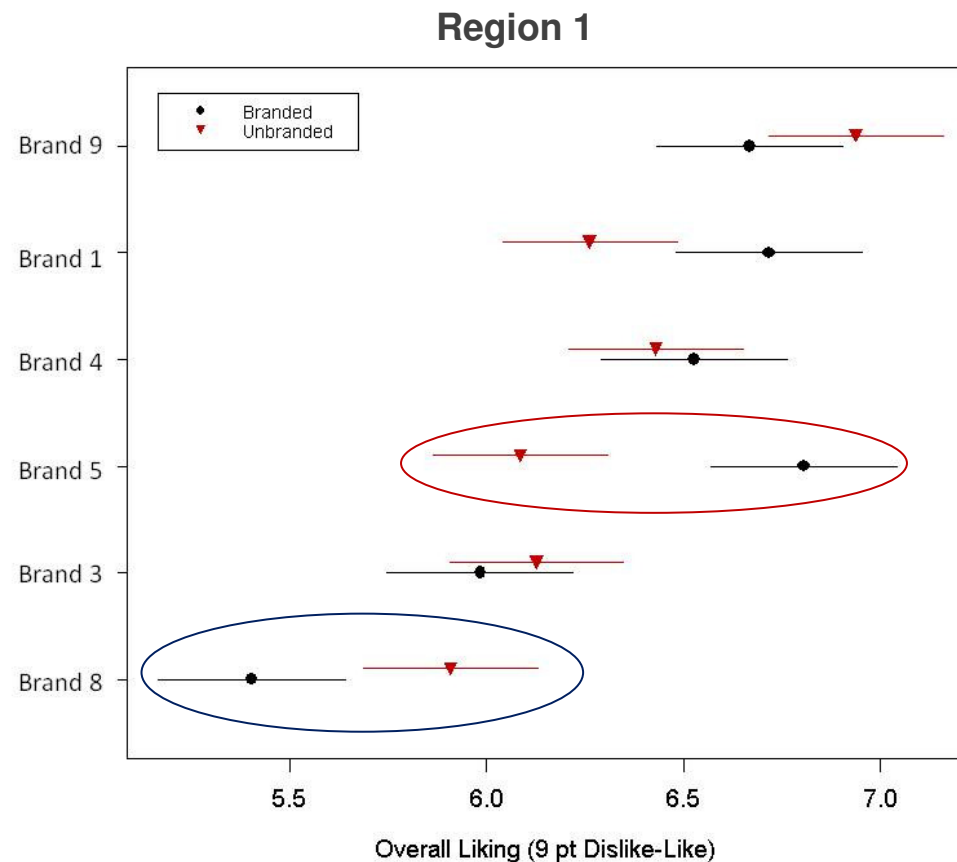
# Case Study 1: Frozen Dairy Dessert Findings

- The perception of which products were well liked changed with brand awareness. A shift from the left side to the right side of the flavor map occurred when brand was added.



# Case Study 1: Frozen Dairy Dessert Findings

- The impact of brand varied with product.
- Brand 5 was the most positively affected by branding. Brand 8 was the most negatively affected by branding.



Tukey Multiple Means Comparisons, non overlapping bars are significant at the 95% confidence interval



# CASE STUDY 2: KID CULTURED DAIRY PRODUCT



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# Case Study 2: Kid Cultured Dairy Product Methodology

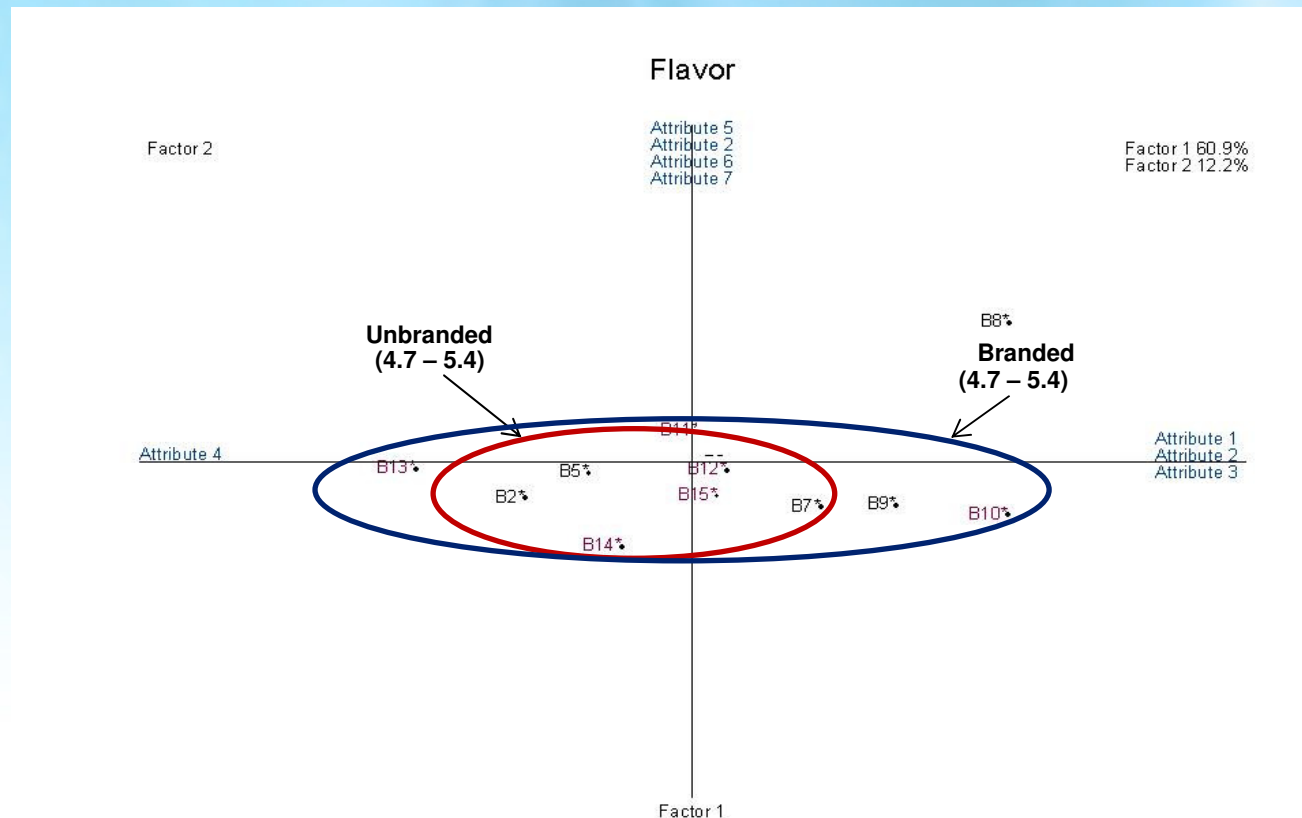


- Consumers tasted all products unbranded over multiple days.
- Branded testing was conducted on two separate days at the end of the study.
  - Branding was done by showing the consumer a picture of the product package as well as serving the product in its actual package.
- Consumers were screened to be users of the category, not a specific brand.



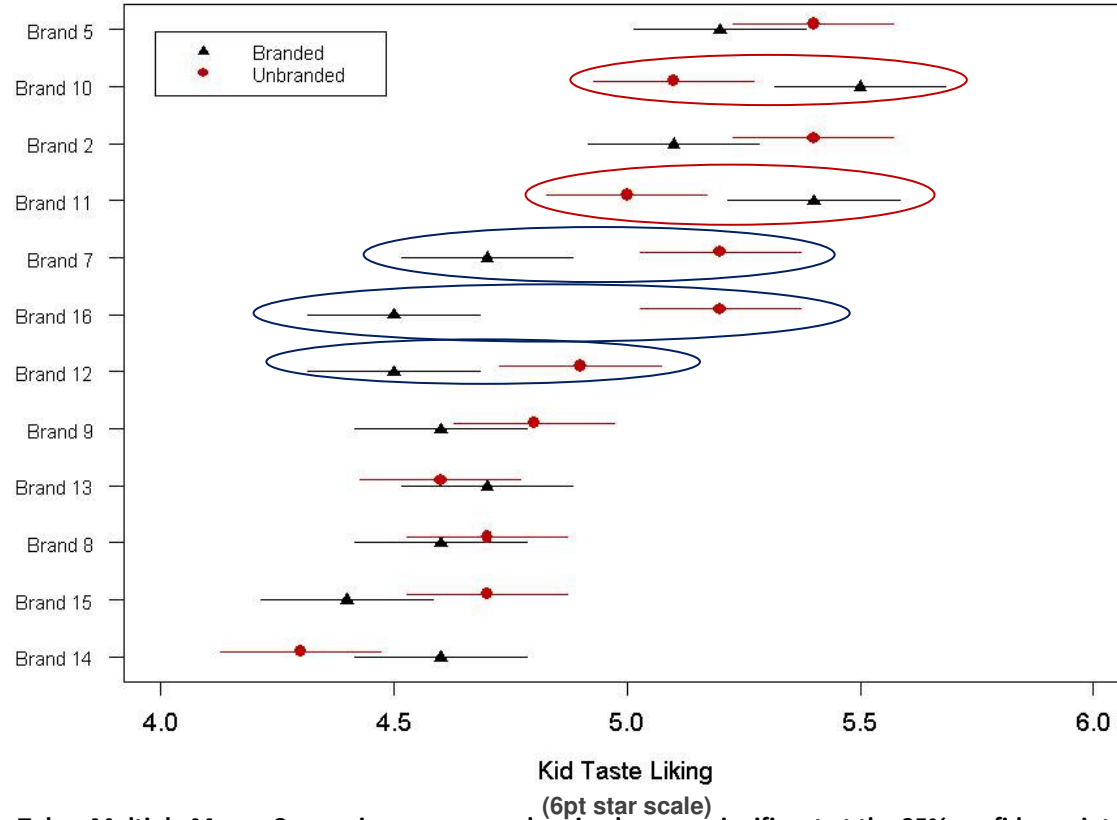
# Case Study 2: Kid Cultured Dairy Product Findings

- Adding brand widened the range of product acceptability.



# Case Study 2: Kid Cultured Dairy Product Findings

- Again, the impact of brand varied with product.
- Brand 10 and Brand 11 were positively affected by branding. Brand 7, Brand 12, and Brand 16 were negatively affected by branding.



# Summary

- The frozen dairy dessert data showed the influence of brand and helped the team realize the disparity between the conclusions reached from the unbranded portion compared to the branded portion.
  - This prevented the team from moving in a different direction, sub-optimizing the product for the target consumer and brand image.
- The kid cultured dairy product data showed no real influence of brand but the learnings were still valuable to the team regarding the impact of their brand as well as their competition.



# Implications

- Consider whether to conduct Category Appraisals branded and/or unbranded on a case by case basis.
- Branding gives additional insights in situations where brand may be an integral part of product acceptance.



# Acknowledgements

- Nort Holschuh
- Faye Case
- Kathy Moore
- Sue Aschenbeck
- Eric Harcourt
- Dan Gordon



**QUESTIONS?**



# APPENDIX



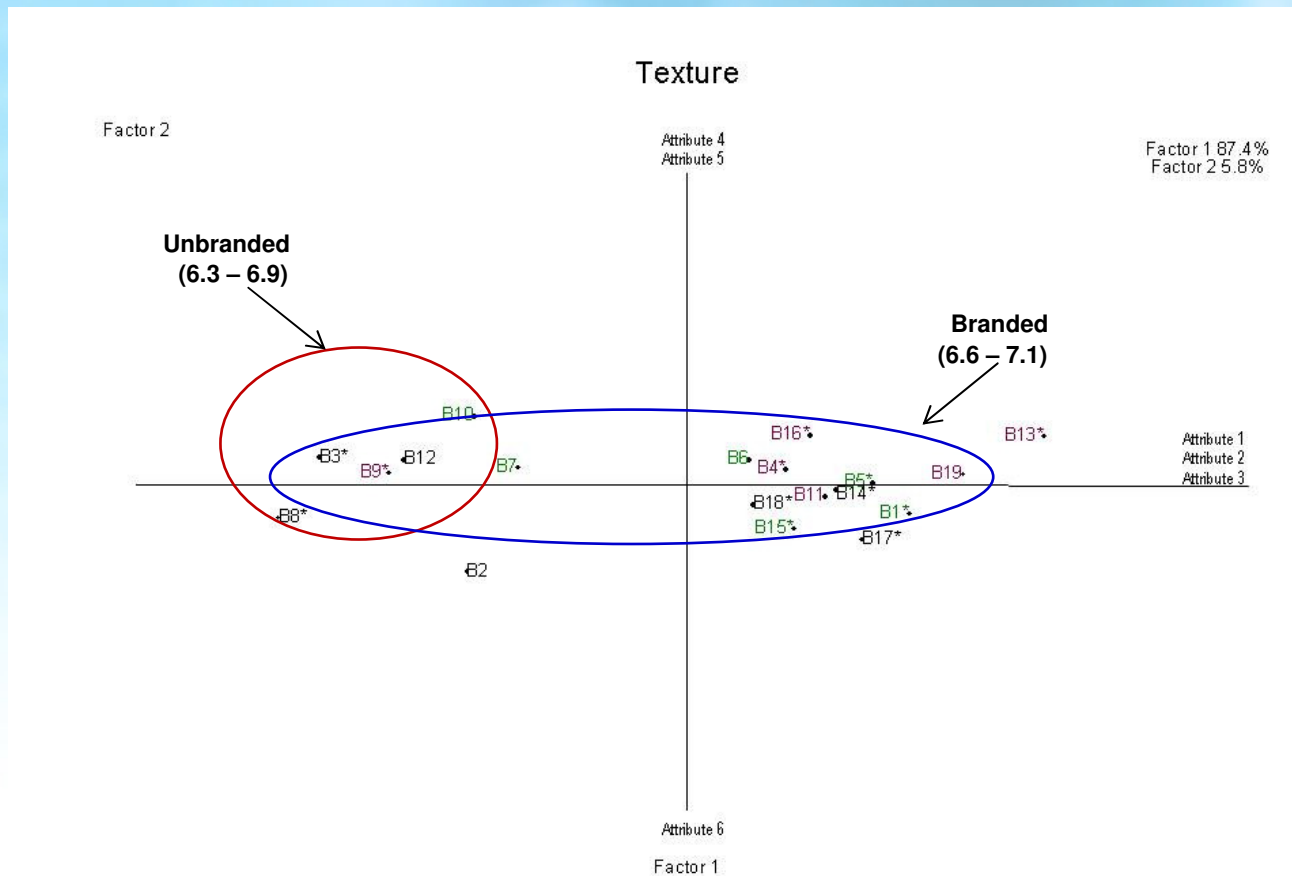
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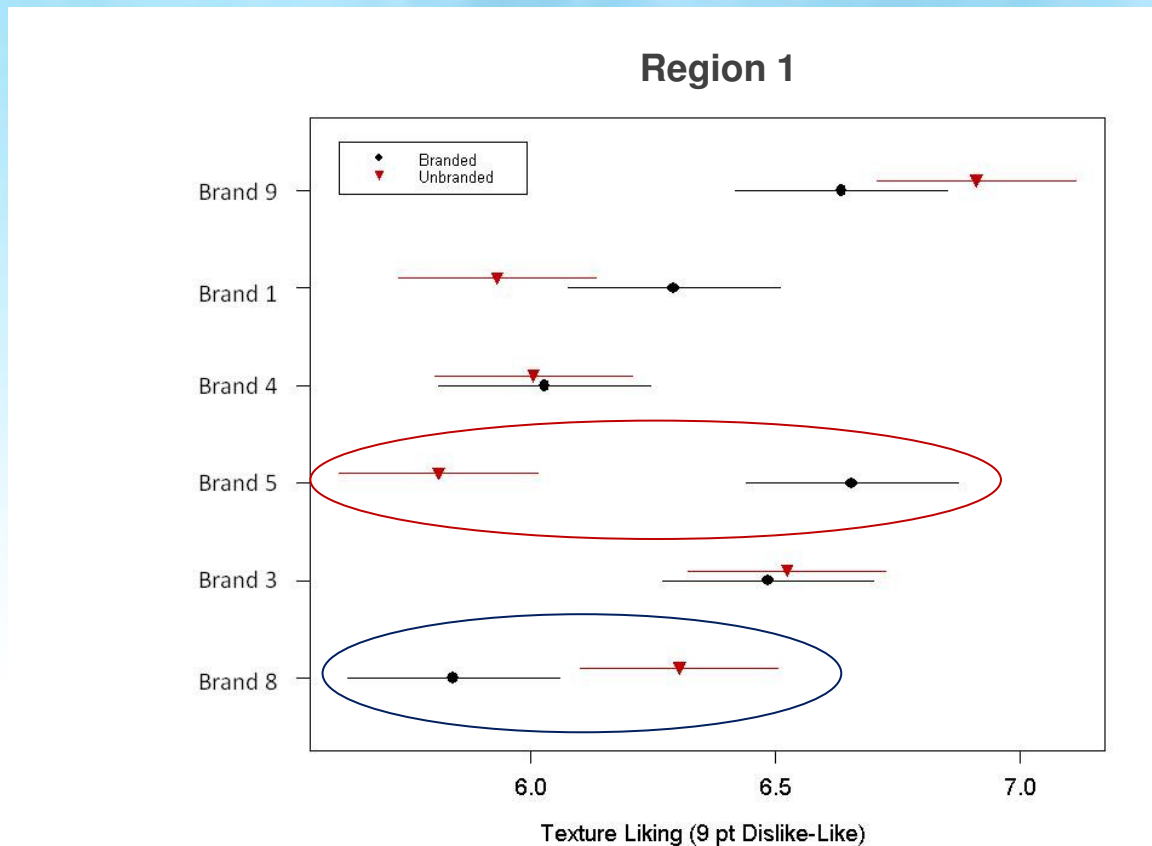
# Case Study 1: Frozen Dairy Dessert Findings

- Adding brand widened the range of product acceptability for texture.



# Case Study 1: Frozen Dairy Dessert Findings

- The impact of brand varied with product. Brand 5's texture was the most positively affected by branding. Brand 8's texture was the most negatively affected by branding.

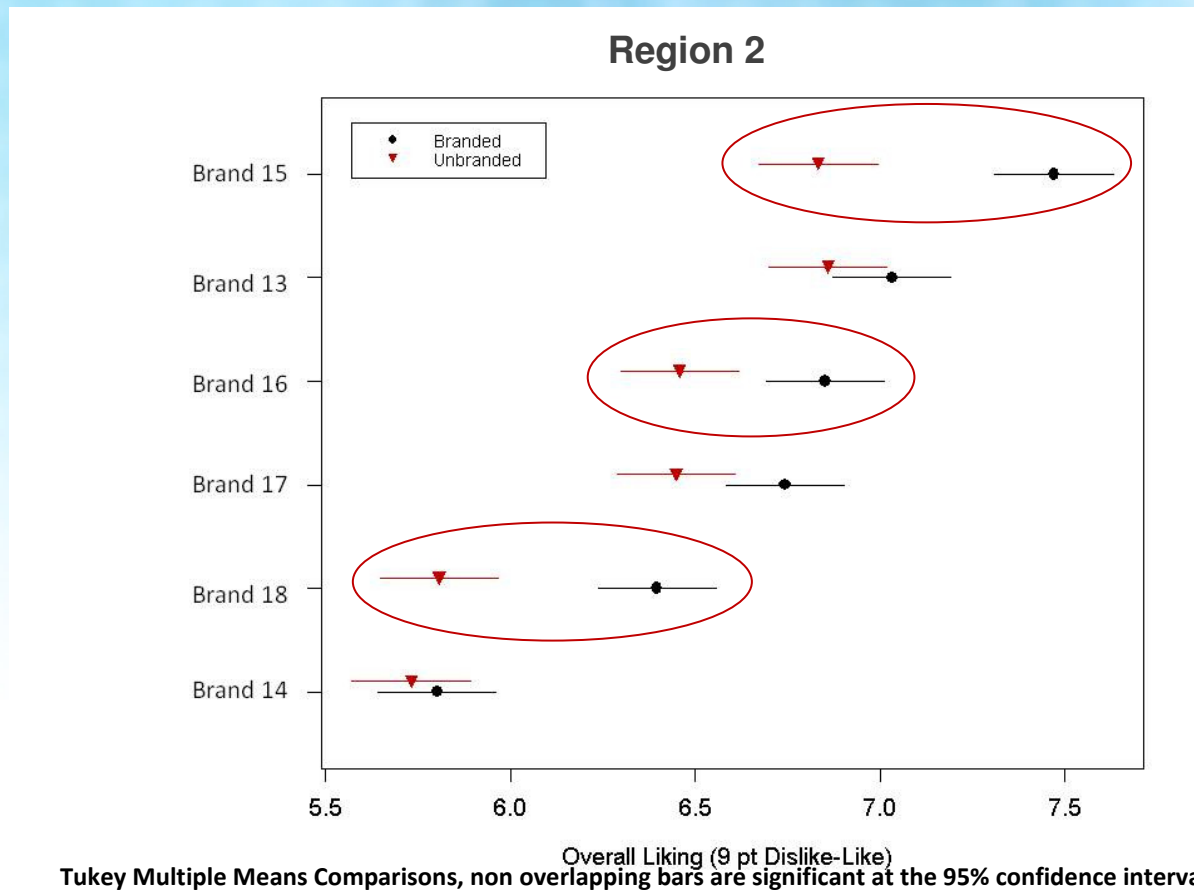


Tukey Multiple Means Comparisons, non overlapping bars are significant at the 95% confidence interval



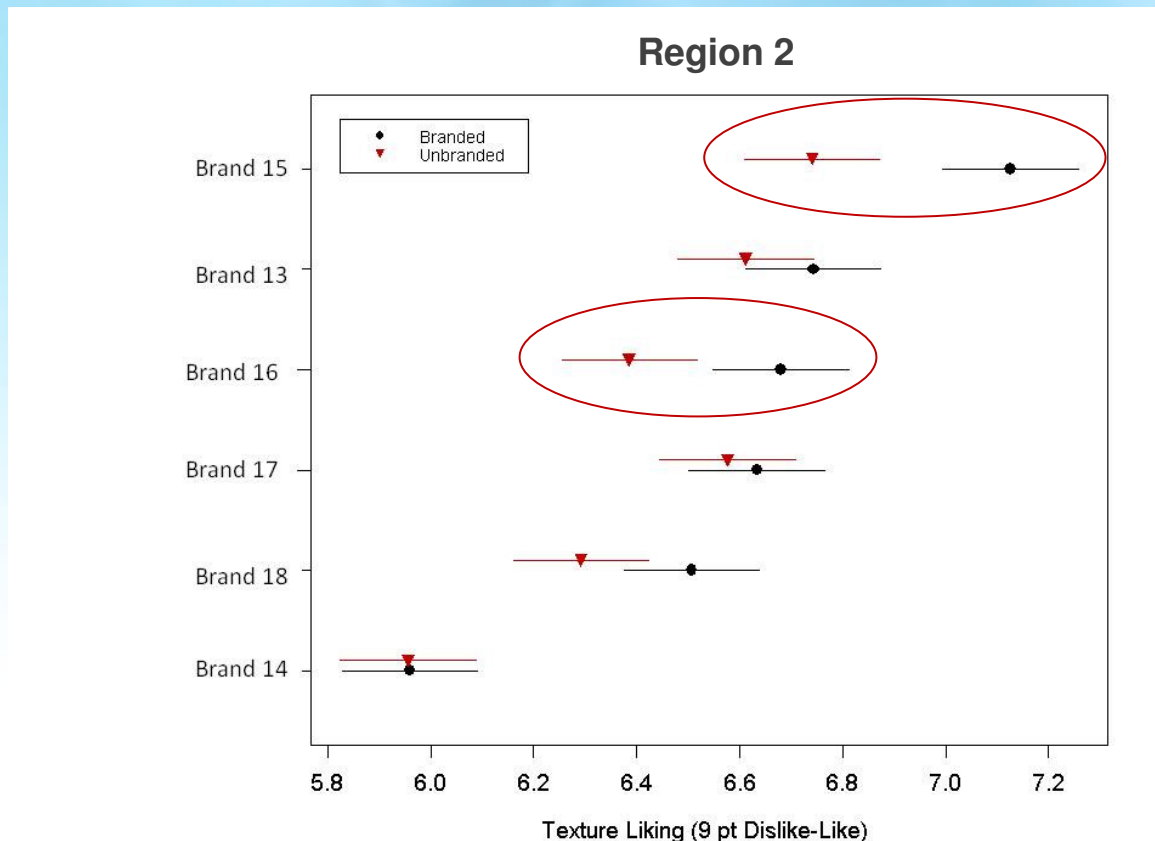
# Case Study 1: Frozen Dairy Dessert Findings

- The impact of brand varied with product. None of the products was negatively impacted by brand. Brand 15, Brand 16, and Brand 18 were positively affected by branding.



# Case Study 1: Frozen Dairy Dessert Findings

- The impact of brand varied with product. None of the products was negatively impacted by brand. Brand 15 and Brand 16's texture were positively affected by branding.



Tukey Multiple Means Comparisons, non overlapping bars are significant at the 95% confidence interval



# Case Study 2: Kid Cultured Dairy Product Findings

- Branding did not impact texture.

