

COMMUNICATING HEALTH WITHOUT COMPROMISING TASTE

Applying Neuroscience to Concept Development Across International Markets

THE CHALLENGE

Andy's Crisps*, an international cracker and chip company, developed a Gluten Free rice-based cracker that would be offered in both the US and UK markets. The company wished to communicate the differentiation of their product in a way that would highlight the health benefits without harming consumer perceptions of taste, and at the same time tailor messaging to the unique preferences of each market.

THE SOLUTION

Andy's Crisps collaborated with Nielsen Consumer Neuroscience to test 10 different concepts designed to promote their gluten free crackers. By measuring nonconscious emotional response using EEG technology, Nielsen was able to uncover the best taste and health language choices in order to elicit positive consumer perceptions to the phrasing of "Gluten Free."

THE RESULTS

In general, the following learnings held true for both markets:

- Communicating great taste is critical, and calling out ingredients can drive positive taste perceptions
- Negative phrasing, such as "without" or "no", even in the context of removing unhealthy ingredients is not as effective as positive phrasing
- Health benefits should be associated with the consumer, not the food

However, differences between US and UK snacking behaviors, attitudes, and market dynamics played a role in neurological response. For example, while taste was important to both markets, UK consumers preferred phrasing of taste in ways that were "simple" and less related to sugar content.

Andy's Crisps applied these learnings to their product messaging and advertising in order to optimize appeal across markets.

CONCEPT CASE STUDY



*Andy's Crisps is a fictional brand that was created to represent a study that has been blinded for client confidentiality

For more information contact your Nielsen representative or visit www.nielsen.com/consumerneuroscience