

## Case Study: Bing Bing Cherry

# SheSpeaks is an effective research tool for new product development efforts.



Noha Waibsnider founded Peeled Snacks when she noticed something missing from the world of snack foods. Store shelves were full of processed potato chips, corn syrup-filled candy, and energy bars made with too many mysterious ingredients. But you couldn't get anything healthy and tasty that made you feel good about snacking. So she set out to fix that problem. Her solution? Three tasty and nourishing varieties of fruit & nut mixes that became Peeled Snacks. Peeled Snacks are made with ingredients that you recognize - large, easy-to-eat pieces of fruit and nuts that provide a natural source of vitamins, minerals and fiber - with NO added sugar or fat. The nuts are dry roasted and lightly salted. Peeled Snacks makes food that is as close to its natural state as possible so snacking can be satisfying, delicious and nutritious.

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SheSpeaks conducted a test for Peeled Snacks to obtain feedback about their Bing Bing Cherry product through product testing research. Peeled Snacks wanted to understand the impact of sampling Bing Bing Cherry on Purchase Intent and Recommendation Intent through pre and post test research, as well as generate buzz about Bing Bing Cherry and Peeled Snacks among influential women.

### Peeled Snacks SheSpeaks Test

Of the women in the test, nearly half (47%) were in the 25-34 age range, with another 36% in the 35-44 age range. 61% of the respondents were married or in a partnered relationship, and 33% were single. 46% of the women in the test had children. One-half of the women targeted for the Peeled Snacks test had Household Incomes of \$150K or more, and the majority of women (91%) were college educated.

The Peeled Snacks test population was provided with 2 individual samples of Bing Bing Cherry. To understand the impact of sampling the product, testers completed online surveys before and after sampling the product. In addition, test members were invited and encouraged to share their opinions of the product on a SheSpeaks message board customized for Peeled Snacks. The test achieved an 83% response rate.

*(please turn over)*

**76%** of testers had never even heard of Peeled Snacks prior to the test.

**3.5%** of testers had purchased Peeled Snacks prior to participating in the test.

**288%** increase in Purchase Intent after respondents sampled Bing Bing Cherry.

**166%** increase in Likelihood to Recommend after respondents sampled the product, with well over 1/3 reporting they are very likely (Top 3 Box) to recommend Peeled Snacks to family, friends or colleagues.

**51%** of testers recommended the product after sampling it - an increase of over 1000%! Only 4% had recommended Peeled Snacks prior to the test due to low awareness.

## Results

The Peeled Snacks test demonstrates the tremendous opportunity to drive product awareness and word-of-mouth via SheSpeaks. Prior to the Bing Bing Cherry test, awareness of Peeled Snacks was very low – 76% of respondents had never even heard of Peeled Snacks, and only 3.5% had previously purchased Peeled Snacks. However, after sampling Bing Bing Cherry, Purchase Intent and Recommendation Intent dramatically increased. In fact, over 50% of respondents recommended Peeled Snacks to a friend or colleague after sampling Bing Bing Cherry.

Many respondents reported that they tested the snack sample with a spouse, child or co-worker who also enjoyed the snack. In this way, respondents were already spreading the word to friends, family and colleagues about Peeled Snacks.

Overall, respondents gave Peeled Snacks a very high rating, with just over 43% scoring Bing Bing Cherry in the

Top 3 Box. The women moved quickly along the product adoption cycle, and became favorable towards the snack immediately after becoming aware of it.

The SheSpeaks test was a valuable tool for providing insights on snack purchasing behaviors and purchase drivers. In general, respondents reported that Taste is by far the most important driver for snack purchases, with availability, freshness, healthfulness and quality being distant secondary drivers. Marketing factors including price, advertising and packaging were reported to be the least influential drivers.

The Bing Bing Cherry test proved that SheSpeaks is a valuable research tool for product development initiatives. The respondents provided a variety of new product ideas for Peeled Snacks, including new flavor combinations, serving sizes, and valuable insights on packaging that directly influenced the future of the Peeled Snacks product line.

## Client Feedback

Insights from the SheSpeaks test gave us a deep understanding of what women like, where we can make improvements and directly impacted our next snack line. We learned that women value “all natural” snacks, portion control, no added sugar, and lightly salted nuts. They also told us that they want to buy our snacks in grocery stores. (Up until now, we focused on getting our snacks to places where you need a snack, like gyms, theaters, cafeterias, and airports.)

Thanks to SheSpeaks feedback, we’re working on a new product line that will be sold in grocery stores. It will be a single-serving snack, with the ingredients that the women voted as most popular. At Peeled Snacks, we’ve been looking for a way to give consumers a real voice and say in our products, and to learn more about what people truly want. SheSpeaks gave us a way to create a conversation with consumers and gain incredibly valuable insights.

**Noha Waibsnaider**  
Founder & CEO, Peeled Snacks

## What SheSpeaks Testers Said...

*“The Peeled Snacks were delicious! I shared with some work friends and they thought they were wonderful too. The packet is just the right size.”*

*“I loved the fruit snacks. Thought the combination was more interesting than most fruit snacks. The nuts had a fresh flavor because of the separately sealed package. Tasty! Thanks.”*

*“I’m preggo with my second, and as I was eating these I was like “what a great pregnancy snack!”. I ate mine in the airport. I felt superior to other snackers. I wonder if they had Snack Envy. Some people were eating ice cream.”*