

**KANTAR**

Introducing Kantar  
Marketplace as a  
Foundation of our  
Learn-Test-Learn

Octobre 2023

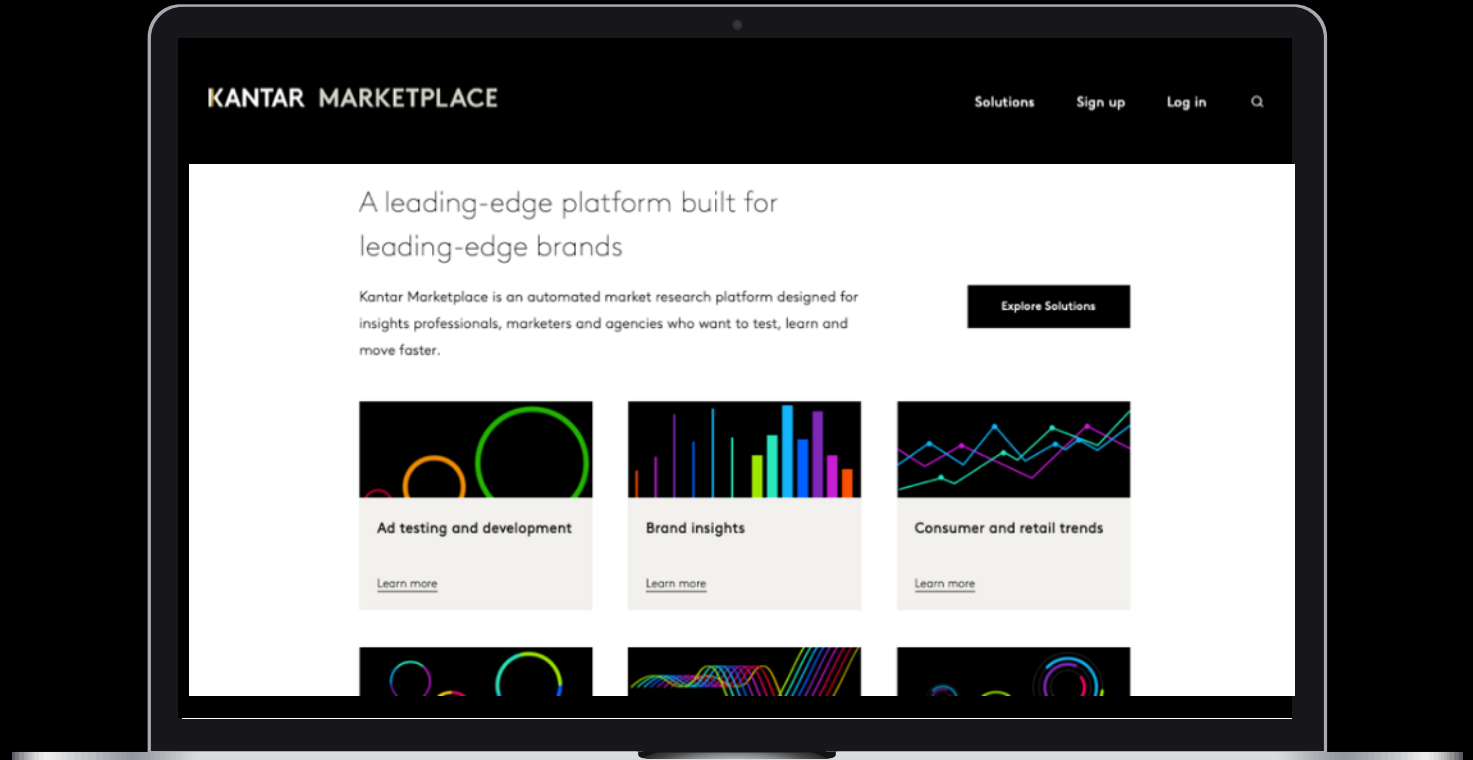


# A leading-edge platform built for leading-edge brands

**Kantar Marketplace** is an automated market research platform designed for insights professionals, marketers and agencies who want to test, learn and move faster.

Access Kantar's validated solutions, data and insights.

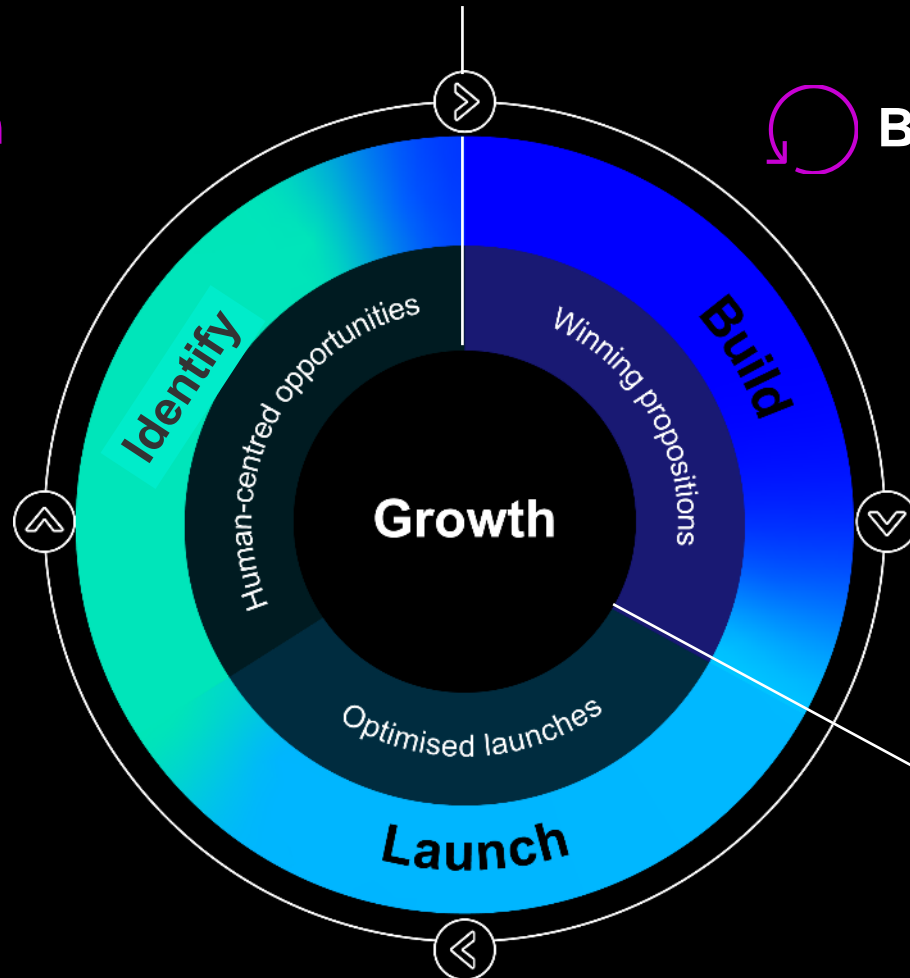
Visit [Kantar Marketplace](#)



# The 'Learn-Test-Learn' Principle Behind Kantar Marketplace

## Identify: Learn

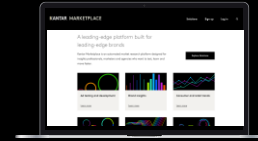
Understanding people and context  
Understanding data



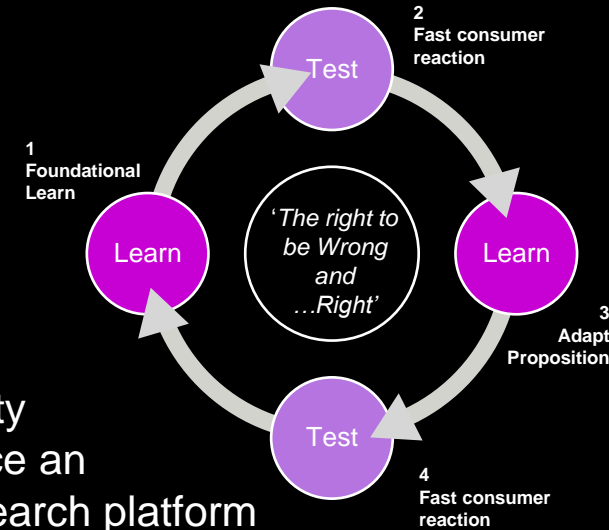
## Launch: Learn

We support you to monitor, course correct and optimise with our Innovation Guidance System

## Build: Test & learn



We are redefining agility with Kantar Marketplace an automated market research platform  
New in-context development: learn about propositions in a real world context



# How Kantar Marketplace works



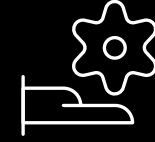
**01**

Use your account to set up and launch self-serve projects or access your past serviced projects.



**02**

Explore your results using intuitive visual analytics. Access and compare past projects.



**03**

Get the help you need, when you need it. Tap into Kantar's expertise at any step of the way.



# An End-to-End Innovation Asset Platform



## Find the best ideas/claims

**Idea & Pack eValueate Screening:** Quickly shortlist the best ideas to take forward to concept development.



## Get AI-powered insights on high potential concepts

**Concept AI:** Volume screening of **initial concepts**, leveraging Kantar database and AI for quick and high-level feedback



## Optimise winning concepts

**Concept eValueate:** Identify winning concepts and optimise their incremental growth potential in as few as 24 hours.



## Identify stand out packaging

**Pack eValueate esting:** Prime your pack for success and make sure it stands out on shelf, at speed.



## Maximise your product's launch appeal

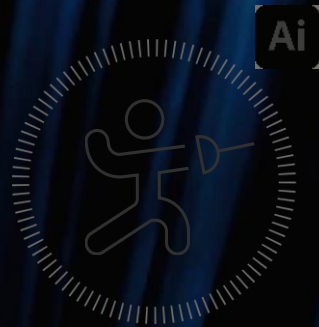
**Product eValueate:** Test your product quickly in a real home environment to maximise your product and launch potential.

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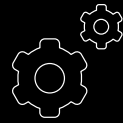
# Idea eValuate

**Idea eValuate on Kantar Marketplace** is designed to help you identify the most promising ideas, based on reliable indicators of which idea will drive sales and brand equity.



10 Fresh Carrots    Balanced Diet    100% Italian Tomatoes    100% Natural

## Overview of methodology



Sequential Monadic  
With Trade off / Idea  
Diagnostic



Sample size  
N = 100/150 up to 6 ideas  
N = 250 / 10 ideas  
N = 500 / 20 Ideas



Category buyers min.  
penetration of 30%



Up to 24 Ideas  
(more if ad hoc)



# A flexible approach to testing your ideas

Test your ideas in a range of formats

## Texts

- Chocolate flavoured water
- Phone that is also a camera
- Pay for hotel room in instalments
- Water-free facewash for out of home

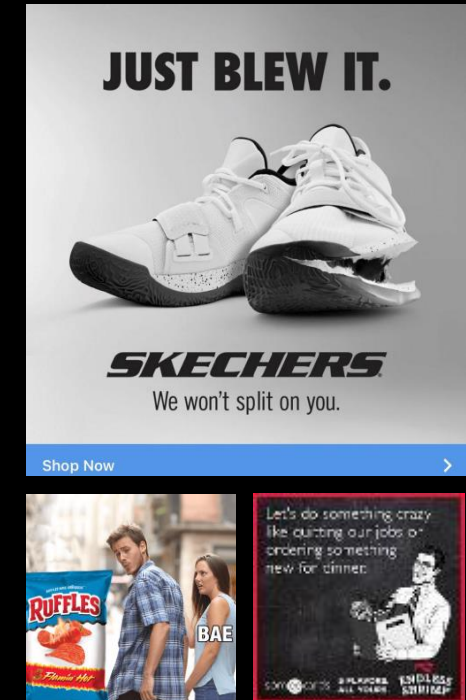
## Pictures



## Packs and logos

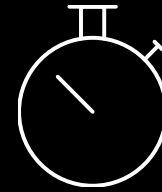
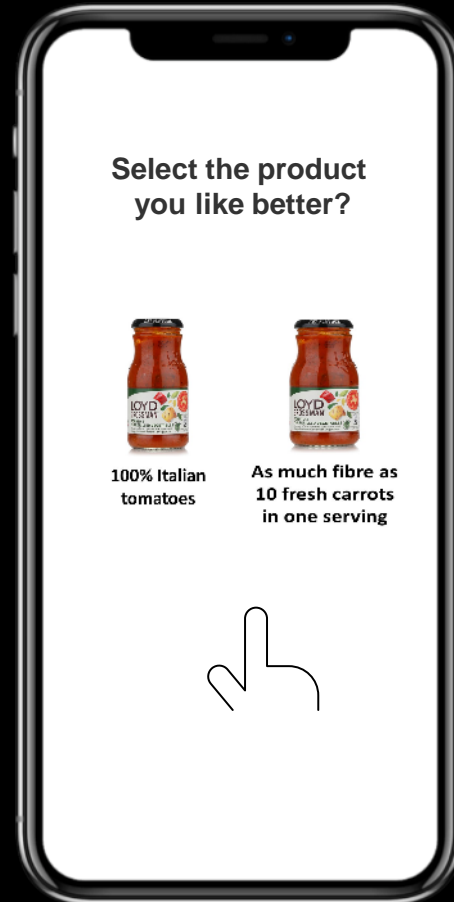
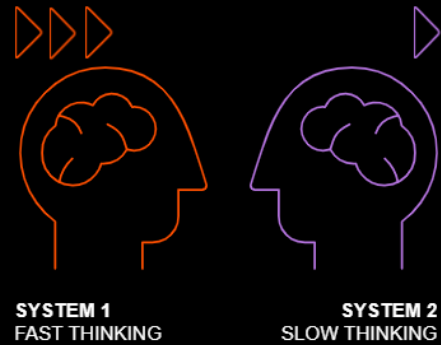


## Memes and posts





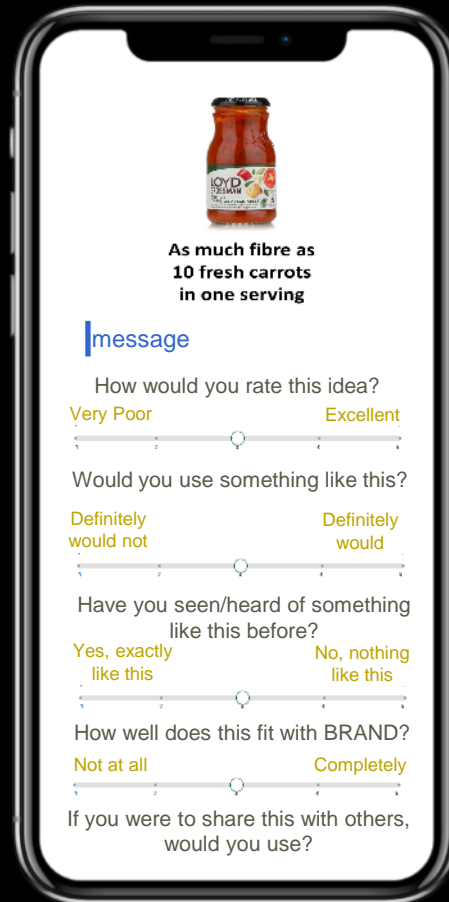
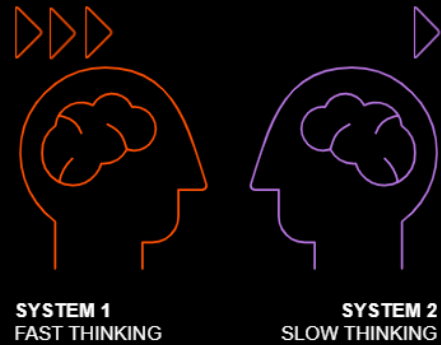
# A smart survey that measures implicit and explicit responses



## START WITH A FAST TRADE-OFF

Shortlisting of ideas using timed paired trade-offs based on type 1 and type 2 philosophy (all respondents all ideas)

# Then each idea is evaluated on a series of System 2 measures

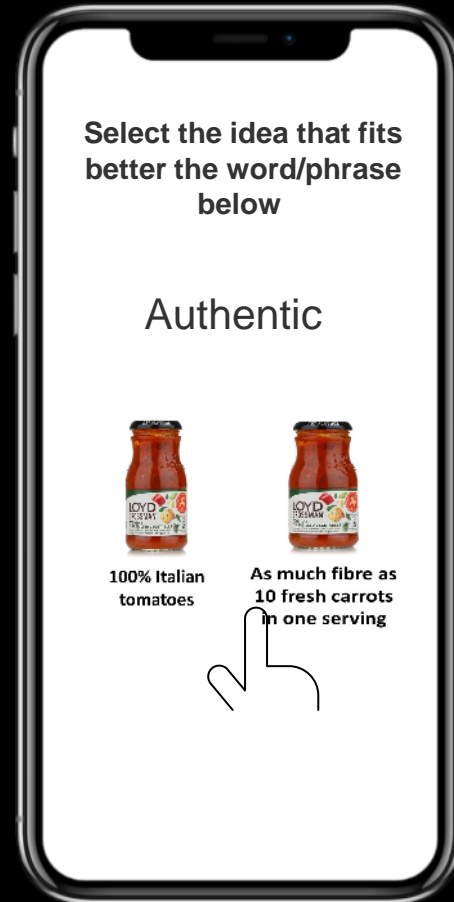
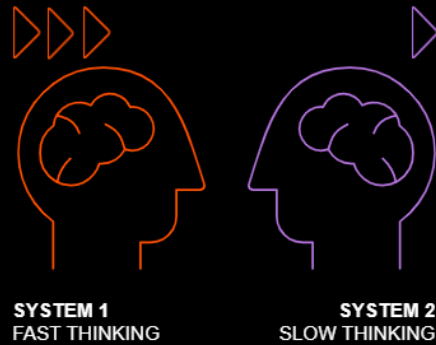


## CONTINUES WITH AN IDEA DIAGNOSTIC

Assess the idea on a series of variables

KPIS and Brand Equity Measures

# And finally intuitively associated with Imagery items



## AND FINISHES WITH IDEA INTUITIVE ASSOCIATIONS

Imagery association done through timed paired trade-offs.

# A flexible approach to testing your ideas / claims / names / pack



## Early stage screening [ Learn-test-learn approach ]

- Post internal innovation commandos
- Post r&d brainstorming
- Pre-concept tests
- Stimuli: ideas, claims, benefits



## When to use it?

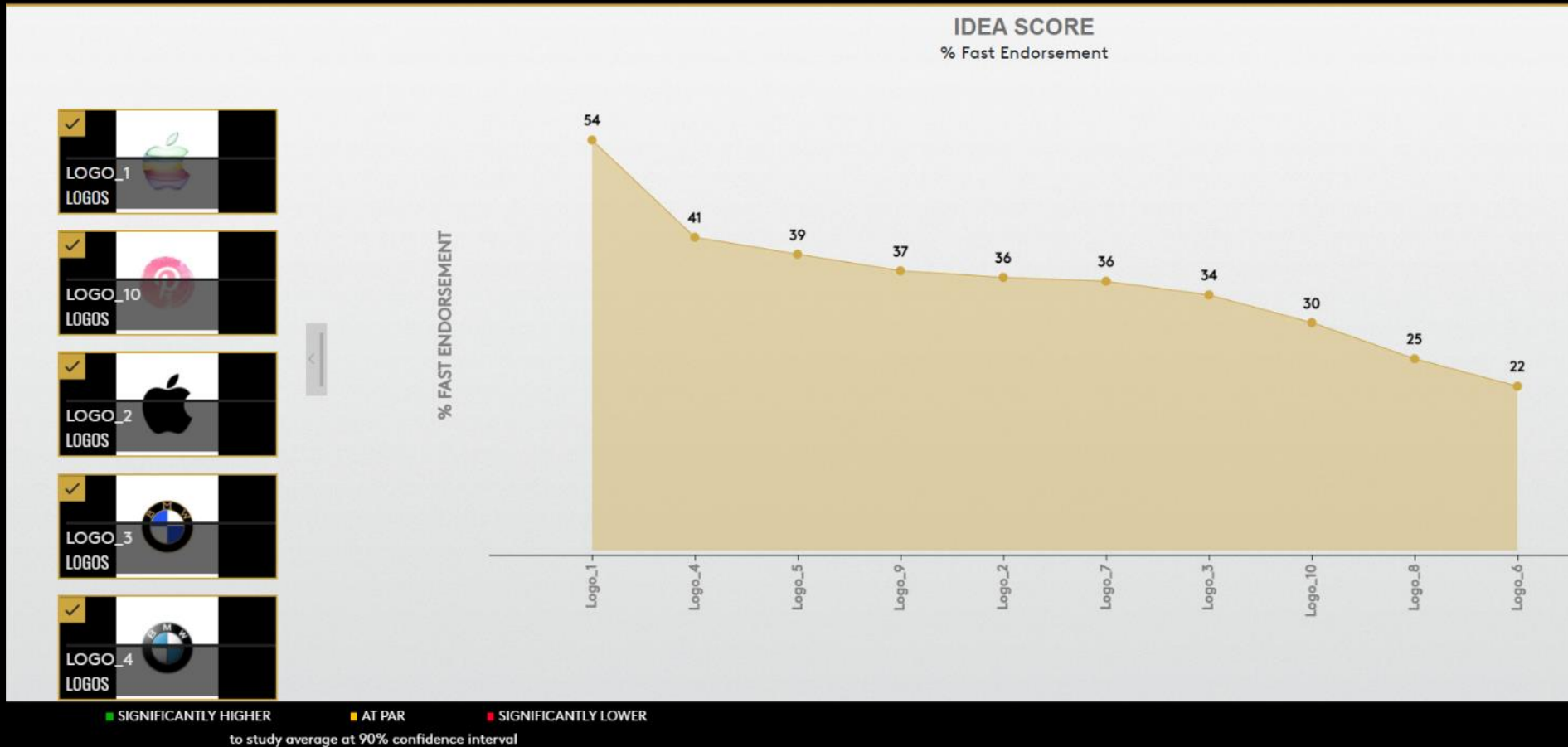
### Validation [ Feature finetuning ]

- Concept & offer fine tuning
- Tactical internal issue
- Quick & cheap fix
- Stimuli: names, logos, promos, icons, memes, posts



# Idea score

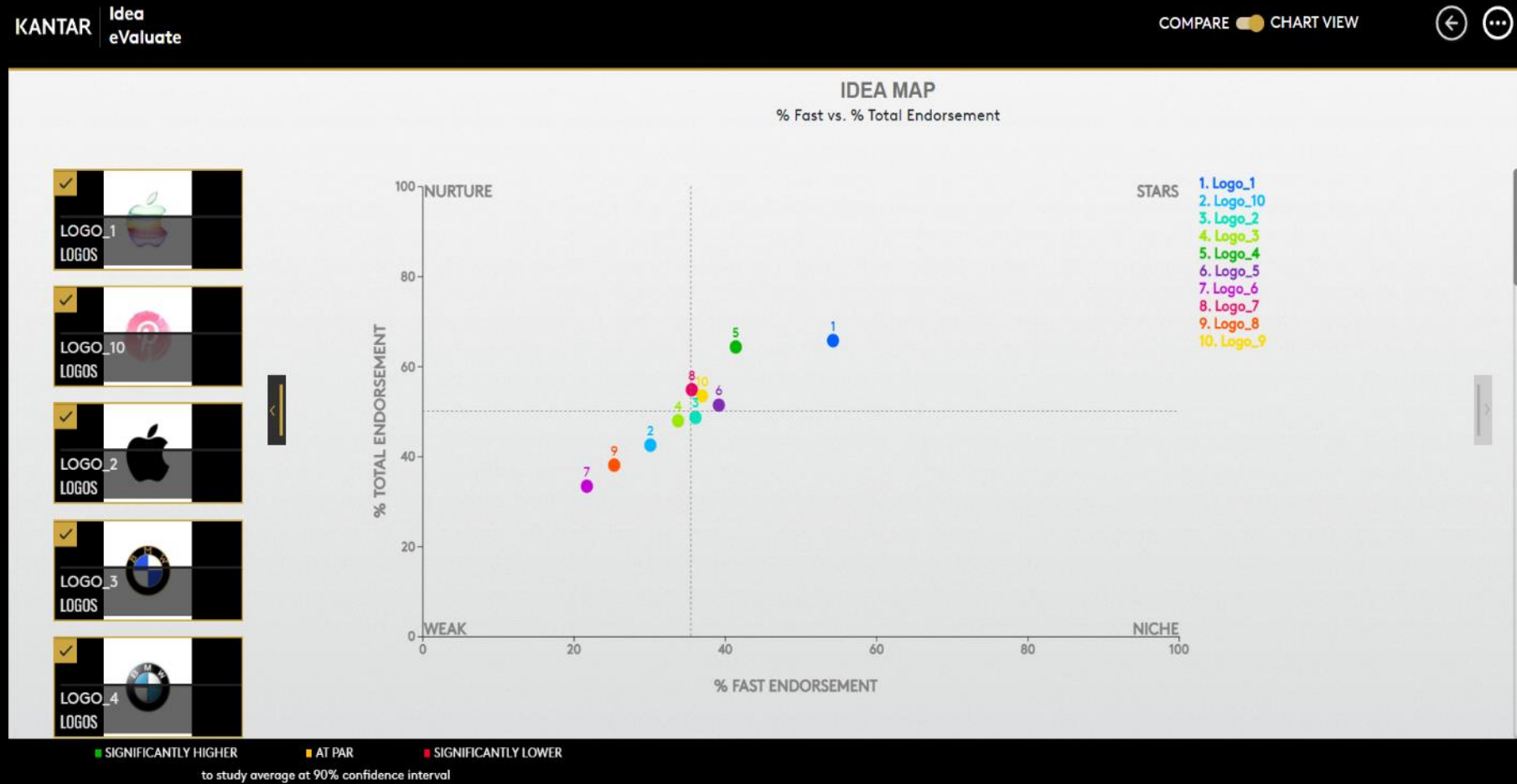
Based on the fast endorsement



# Idea map

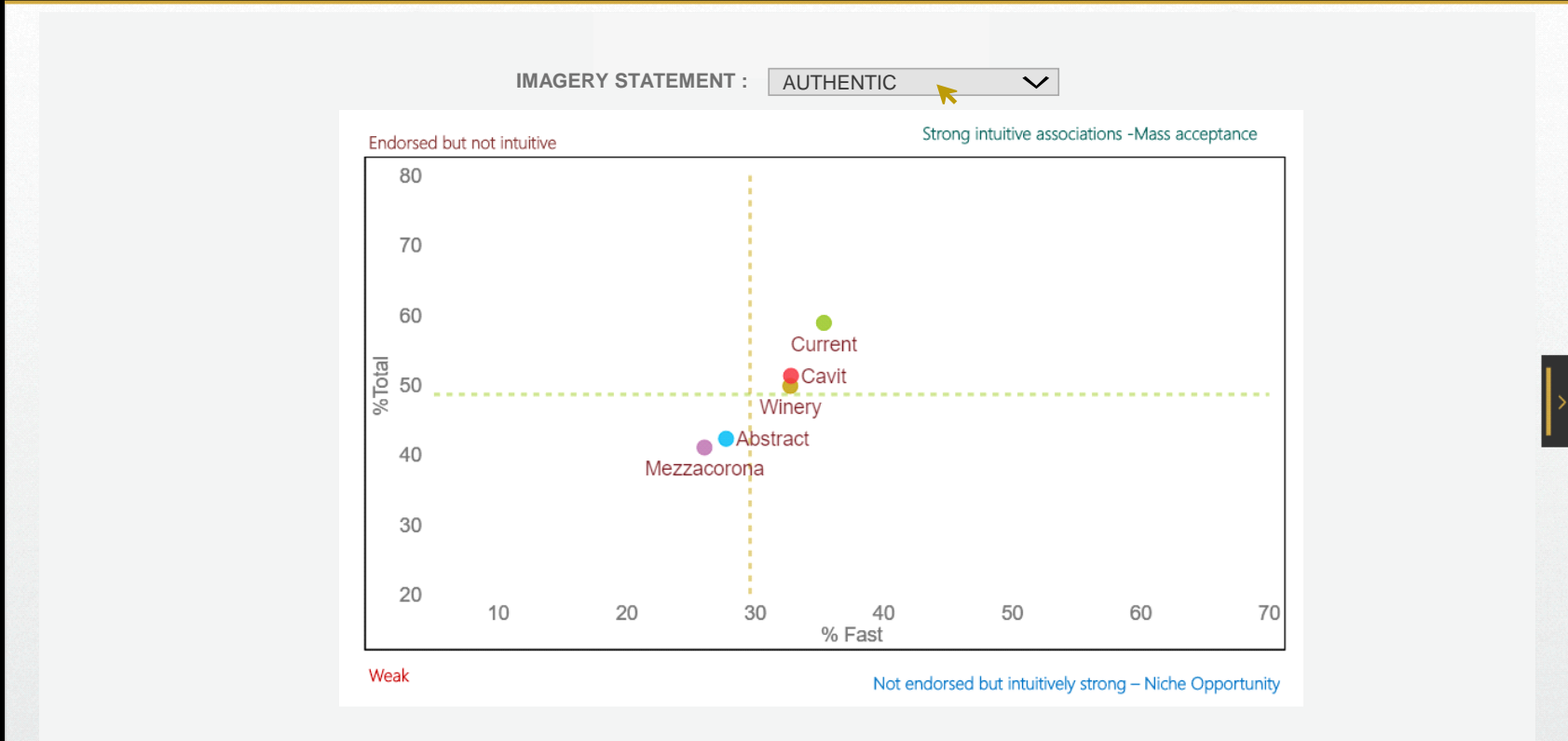
Based on fast endorsement and total endorsement, classifying the ideas to guide prioritization

Which ideas have mass appeal, niche appeal or no pull?  
*Classification of Ideas Star, Nurture, Niche, Weak, Indifferent).*



# Imagery map

What are the strengths and weaknesses? Intuitive associations



**We look at the idea potential (if branded) to drive meaningful difference for your brand**

People are drawn to brands that are meaningfully different



### **Meaningful**

Does the idea make the brand more meaningful by improving brand affinity?



### **Different**

Does the idea help differentiate the brand by making it seem unique?



# Meaningfully Different measures in Idea eValueate

	Idea Classification	Affinity Score %	Different Score top 2 box %	
MobBrand 5 inch screen	★ Star	29	43	
MobBrand Long range zoom	★ Star	33	55	
MobBrand Solar power charging	★ Star	43	80	
MobBrand Super fast charging	★ Star	55	59	
MobBrand Easier to recycle	✕ Weak	44	76	Bundle?

# An End-to-End Innovation Asset Platform



Find the best ideas/claims

**Idea & Pack eValueate Screening:** Quickly shortlist the best ideas to take forward to concept development.



Get AI-powered insights on high potential concepts

**Concept AI:** Volume screening of **initial concepts**, leveraging Kantar database and AI for quick and high-level feedback



Optimise winning concepts

**Concept eValueate:** Identify winning concepts and optimise their incremental growth potential in as few as 24 hours.



Identify stand out packaging

**Pack eValueate esting:** Prime your pack for success and make sure it stands out on shelf, at speed.



Maximise your product's launch appeal

**Product eValueate:** Test your product quickly in a real home environment to maximise your product and launch potential.

# ConceptEvaluate AI enables you to more effectively move from ideas to concepts

## IDEAEVALUATE



Identify winners through a survey combining Type 1 and Type 2 feedback

Volume screening of **early innovation ideas**

## CONCEPTEVALUATE AI



Get AI-powered insights on high potential concepts

Volume screening of **initial concepts**, leveraging Kantar database and AI for quick and high-level feedback

## CONCEPTEVALUATE



Optimise concepts to maximise success potential

Sequential monadic design, for fast diagnostics on **concepts in development**

In-depth learning for targeting and activation guidance

Monadic design, for guidance on **more finished concepts**

# How ConceptEvaluate AI works

Built on concepts from our innovation database

**M&B Conscious Chocolate**

You try your best to live a healthy lifestyle, but often struggle to find treats that don't compromise your ideals and well-being.

Introducing M&B Conscious Chocolate, chocolate bars made with simple, high quality ingredients you can feel good about. Free of zinc sugar, dairy and omega 9s, these delicious organic, vegan chocolate bars use the goodness of Fairtrade cocoa and coconut sugar to deliver an unbelievable taste without compromise.



Available in the following flavors:

- Almond Crunch
- Hazelnut Coffee
- Cashew Raspberry

Available from your favorite retailer for \$3.29 per 2oz bar

**M&B Caramel Indulgence**

When facing the challenges of another hectic day, there's nothing like taking a few moments for yourself to enjoy an indulgent treat.

Introducing M&B Caramel Indulgence, luscious chocolate bars that melt with smooth, rich caramel handcrafted in small batches for the perfect texture. Each bite delivers just the right balance between sweet and salty, delighting your senses in a way that will help you feel ready to face the rest of your day.



Available in the following flavors:

- Dark chocolate sea salt caramel
- Milk chocolate hazelnut crunchy caramel
- White chocolate passion fruit caramel

Available from your favorite retailer for \$3.29 per 2oz bar

The initial model starts with ~10,000 English language concepts\*

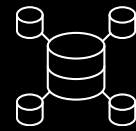
Features extracted by AI models



Images



Text



Metadata

Machine learning model predicts concept performance





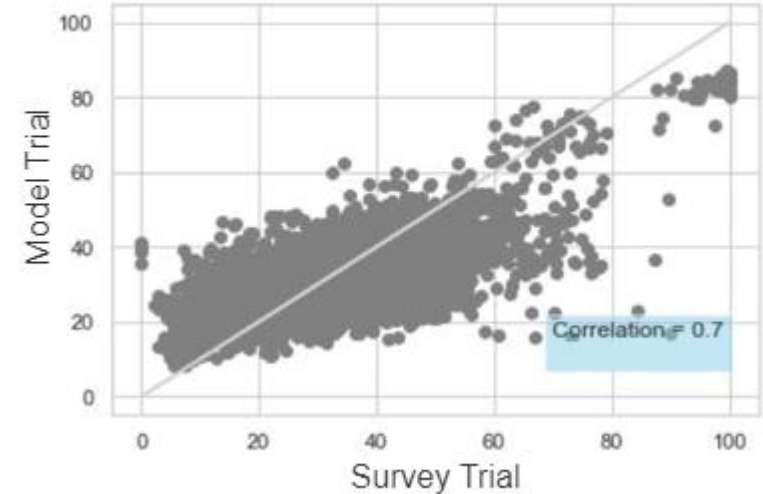
# ConceptEvaluate AI 's strong foundation supports confident decision making

Built by experts in leveraging AI for predictions of performance and based on ~10,000 databased concept records\*, the initial model:

1. Predicts trial with a high degree of consistency versus consumer surveys
2. Shows good sensitivity across concept features
3. Provides sensible differentiation across concept iterations

Rigorous validation during the development process to assess its performance, in line with highest industry standards

Survey vs Model Trial



# CONCEPT EVALUATE AI serves many use cases, driving agility and building confidence early in the innovation process

What is it?  
When to use it?  
How to use it?



## OPEN GROWTH AVENUES

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Test **more concepts** that would normally go untested for small markets or brands



## IDENTIFY DIFFERENTIATION OPPORTUNITIES

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Explore what can make your innovation stand out by testing competitive concepts



## GET TO MARKET FASTER

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Save time in testing more concepts quicker and cost-effectively when you need high level feedback for your concepts



## TEST SENSITIVE CONCEPTS

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In sensitive categories, assess concept potential without initially presenting to consumers

# ConceptEvaluate AI: How do you use it

## POTENTIAL USER JOURNEY

### Insights Director



Wants quick and secure guidance on which new product concepts to prioritize, educated by a solid data foundation



**Future Vision**  
User accesses Kantar Marketplace for a **self-serve or serviced** study

**Current Status**  
User provides concepts to Kantar for serviced study



**Future Vision**  
User initiates study; loads in concepts and relevant details to an **online portal**

**Current Status**  
Kantar Analytics team provides concepts and relevant details to the model



**Future Vision**  
Online portal reads concepts/ details into the model trained with multiple data sources for AI-based assessment

**Current Status**  
AI-based assessment with model trained with performance of previously tested concepts



**Future Vision**  
Predictions of trial and select other KPIs delivered via dashboard in minutes

**Current Status**  
Predictions of trial delivered via PPT deck, with a short summary of results



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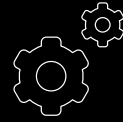
**Product eValueate:** Test your product quickly in a real home environment to maximise your product and launch potential.

# Concept eValuate

## What is it?

**Concept eValuate** helps you identify concepts with the most top-line growth potential and shows how to optimise them to maximise growth.

## Overview of methodology



Monadic or Sequential  
Monadic Max.3 concepts per respondent



Sample size N = 150  
per concept



Category buyers min.  
penetration of 30%



Prepared Norms used  
by Category based on  
robust database



Up to 12  
Concepts

Harlequin chocolate

I love chocolate but sometimes it lacks excitement for me. I want to be surprised!

Discover Harlequin chocolate, an exciting mix of flavours in one bar with each piece holding an unexpected combination or surprise ingredient

Available in 3 varieties

- Jester
- Clown
- Punch



£1.99 | 100g bar



# Concept Evaluate on Marketplace : Core Performance KPIs / Focus View

## ✓ Trial / Norm

A summary metric based on three questions: purchase intent, value for money and inertia questions

## ✓ Incremental Trial (New Comers)

Growth Potential of your concept

The screenshot shows the Kantar Concept Evaluate Marketplace Dashboard for the concept '1 For the taste'. The dashboard is divided into several sections:

- Header:** Kantar Concept eValueate, Concept Name: 1 For the taste, Subgroup: Category Buyers.
- Concept Description:** A text block describing the concept, its goals, and its unique value proposition. It mentions '1 For the taste' as a quality-oriented mission and lists key features like '100% Italian', 'no compromises', and 'fresh ingredients'.
- Concept Classification:** A star icon, a score of 31 in a green circle labeled 'TRIAL', and a score of 30 in a green circle labeled 'INC. TRIAL - BRAND'.
- Concept Visual Strengths and Weaknesses:** A heatmap visualization showing areas of high and low engagement on the concept's visual assets.
- Concept KPIs:** A row of ten KPI cards with icons and values:
 

KPI	Value
Purchase Intent (%TOP)	19
Purchase Intent (%TOP 2)	59
Price Value (%TOP 2)	47
Appeal (%TOP 2)	27
Uniqueness (%TOP 2)	25
Relevance (%TOP 2)	18
Excitement (%TOP 2)	70
Believability (%TOP)	15
Understanding (%TOP 3)	39
Power Index	128
- Brand Equity:** A section with a power index of 128.
- Footer:** Page No: 1/2, filters for CONCEPT KPI (VS. NORMS), BRAND EQUITY (SIG. TESTING), and a 'DOWNLOAD PPT' button.

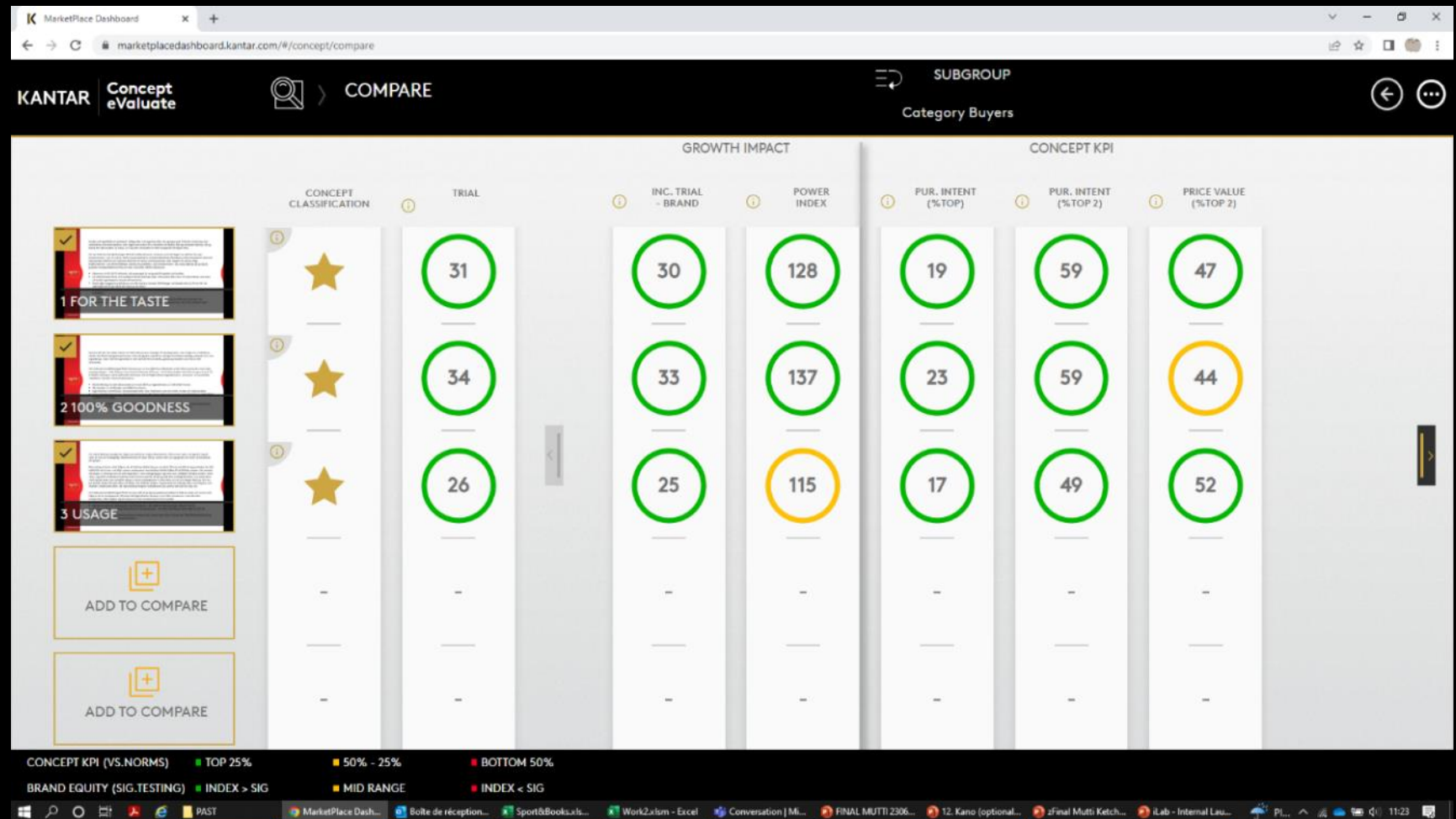
# Concept Evaluate on Marketplace : Core Performance KPIs / Compare View

## ✓ Trial / Norm

A summary metric based on three questions: purchase intent, value for money and inertia questions

## ✓ Incremental Trial (New Comers)

Growth Potential of your concept



# Concept Brand Power Index



## Power

Combined Meaningful and Different indices show if the concept will improve people's predisposition to chose the brand.



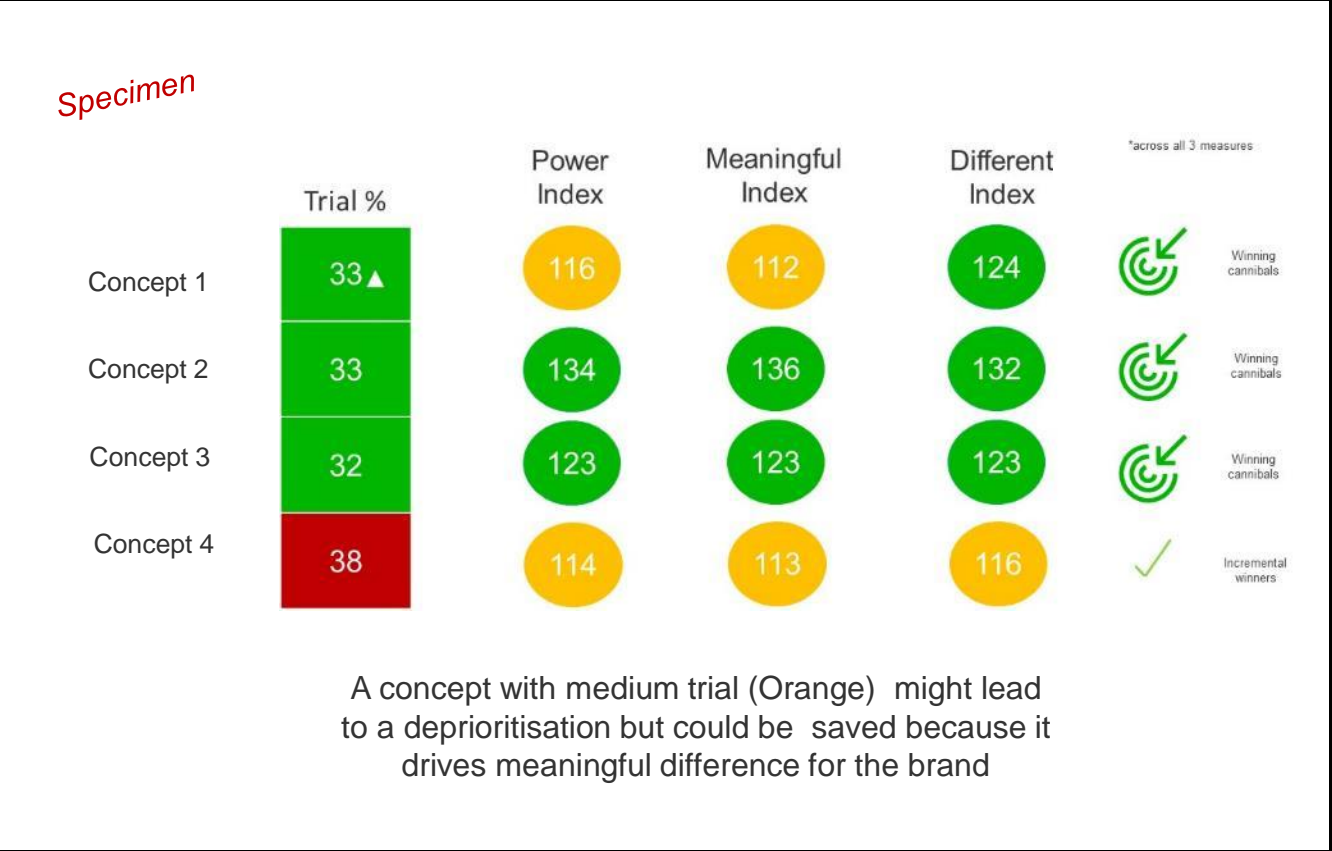
## Meaningful

Does the concept make the brand more meaningful by improving brand affinity in a way that fits people's needs?




## Different

Does the concept help differentiate the brand by making it seem unique and improving perceptions that it is a trend



# Concept Evaluate on Marketplace : Other KPIs




 **Purchase Intent**  
(% Definitely)

 **Purchase intent**  
(% Top 2)


 **Uniqueness**  
(% Extremely + very)

 **Clarity**  
(% Top 3)

 **Believability**  
(% Very believable)

 **Price Value**  
(% Top 2)

 **Relevance**  
(% Extremely + Very)

 **Appeal**  
(% Like extremely + very well)

 **Excitement**  
(% Very + quite)

How likely would you be to buy this product for you or your household if it were available in stores/distributors where you shop? 5 point scale

How new and different do you think the product is from other products in the category? 5 point scale

From what you have read about this product select a point on the scale that reflects how you feel? (don't know what to expect through to know what to expect) 9 point scale

How believable is what you've been shown about this product? 4 point scale

How do you feel about the price of this product? 5 point scale

How relevant is this product to you? 5 point scale

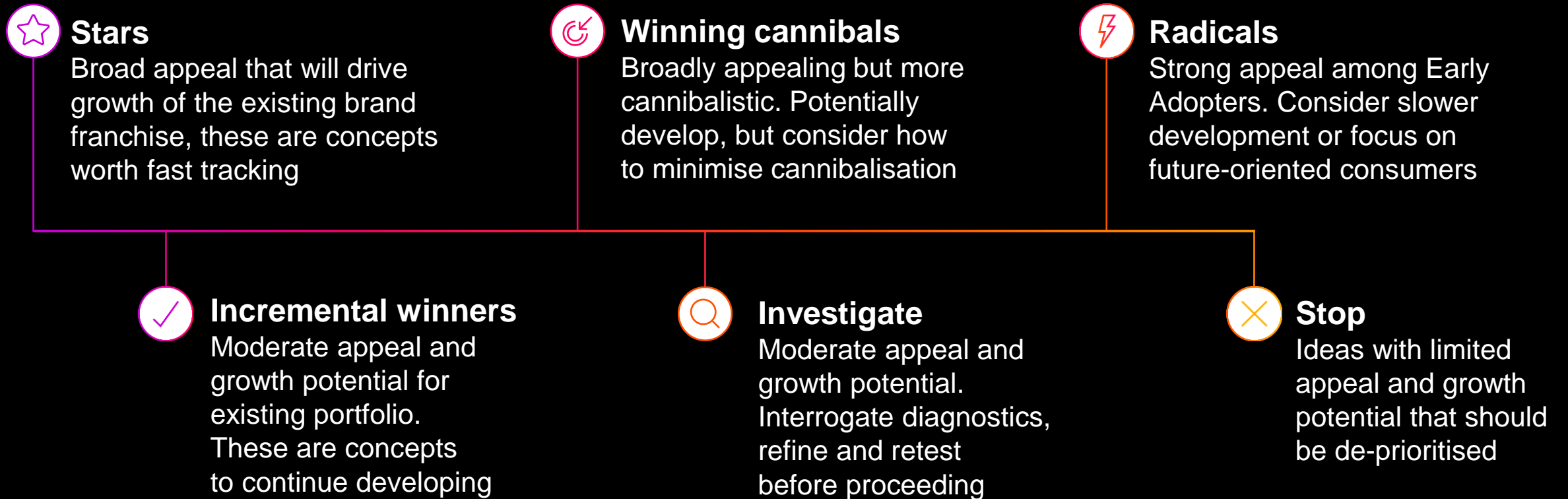
Appeal - How much do you think you would like or dislike this product? 6 point scale

How exciting do you find this product? 4 point scale

	Concept 1	Concept 2	Concept 3
Base	150	150	150
Trial	33	33	38
Incremental trial	14	21	36
Purchase intent (%Top)	49	25	36
Purchase intent (%Top 2)	90	64	70
Price value (% Top 2)	40	37	45
Appeal (%Top 2)	57	41	49
Uniqueness (% 2 Top)	49	37	51
Relevance (% Top 2)	37	33	50
Excitement (%Top 2)	83	74	77
Believability (% Top)	41	34	50
Understanding (% Top 3)	71	64	65
Power index	116	134	114
Meaningful index	112	136	113
Different index	124	132	116

# Concept Classifications

Where does your concept sit on the success spectrum?





# Concept Evaluate on Marketplace : Additional Modules Included

Concept eValue includes the following diagnostics modules most relevant to your objectives:



**Barriers & Drivers**



**Likes / Dislikes**



**Source of Volume**



**Imagery & Imagery  
Drivers**



**PSM (or Custom Gabor  
Granger)**



**Sustainable Segment as  
reference (low sample size)**

# Concept Evaluate on Marketplace : Additional Modules Included

Concept eValueate includes the following diagnostics modules most relevant to your objectives:

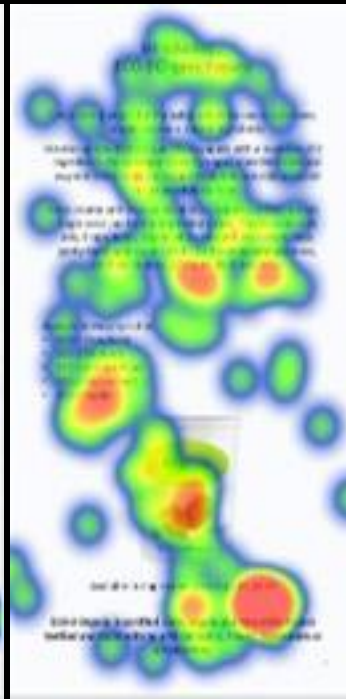
Concept Drivers

Concept Barriers

The heatmap represents the elements liked (for drivers) or disliked (for barriers)



Barriers & Drivers



54 23.2% of 233 42 56.8% of 74

I love quality ingredients that make my meals more flavorful and delicious and allow me to be creative in the kitchen.

Mutti is always in search for the best innovation to celebrate the superior quality of its 100% Italian tomatoes, and today presents new Fire Roasted Tomatoes: the intense taste of the reddest and ripest tomatoes enhanced with a different cooking process, roasting.

The best Italian tomatoes, harvested at their peak in the summer, are roasted and then quickly chopped. A pinch of salt and nothing more is added to these perfectly ripe tomatoes – the process intensifies the natural sweetness of the fruit while imparting a savory roasted flavor.

Mutti Fire Roasted Tomatoes allow you to make all of your recipes more flavorful without any unnecessary additives or preservatives.

Mutti

Concept: Mutti

Data Points: 1 / 18

Drivers / Barriers: Drivers

Age: Tout

Gender: Tout

Which of these brands have you b...: Tout

Have you ever bought Fire Roaste...: Tout

Thinking about food products, ho...: Certainly yes

How much do you like cooking: Tout

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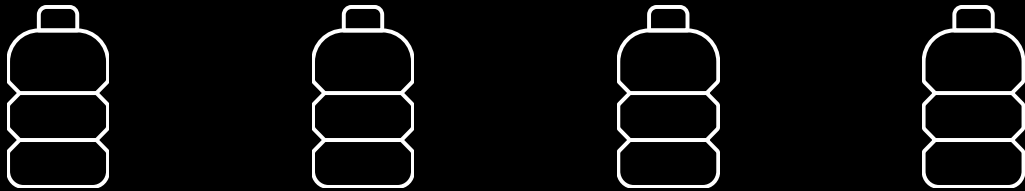
# A flexible approach tailored to your needs

Always based on fast response

## Sequential monadic screening

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In our constant drive for innovation, we developed a **sequential monadic** option with through swipe technology. It means our screening module is agile and cost efficient.

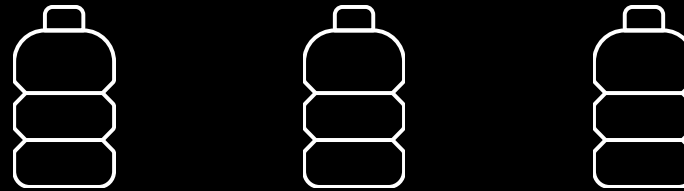


**Recommended for more than 3 to 5 packs.**  
Available on **Kantar Marketplace**

## Monadic testing

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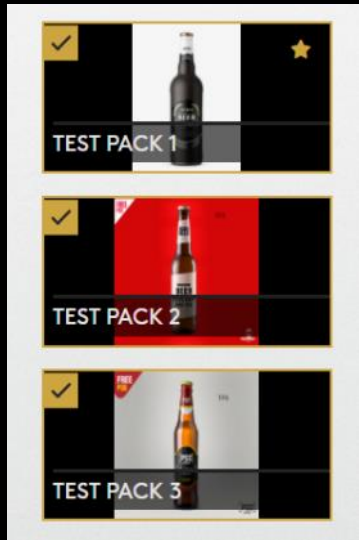
We have extensive experience screening packs with our **monadic methodology**. It allows you to understand and prioritise your pack options at a fast pace.



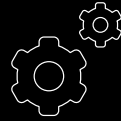
**Recommended for up to 3 to 5 packs.**  
Available on **Kantar Marketplace**.

# Pack eValuate – Screening and Testing

**Pack eValuate on Kantar Marketplace** helps you understand pack performance using the KPIs that really matter so you can prioritise your most promising pack options.

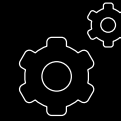


## If Pack Screening

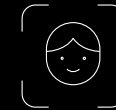


Same Methodology as for idea evaluate

## If Pack Testing



Monadic up to 6 packs



Category buyers min. penetration of 30%



LOI 5\_6 min



Sample size N = 150 per cell



Control used for benchmarking /no norms



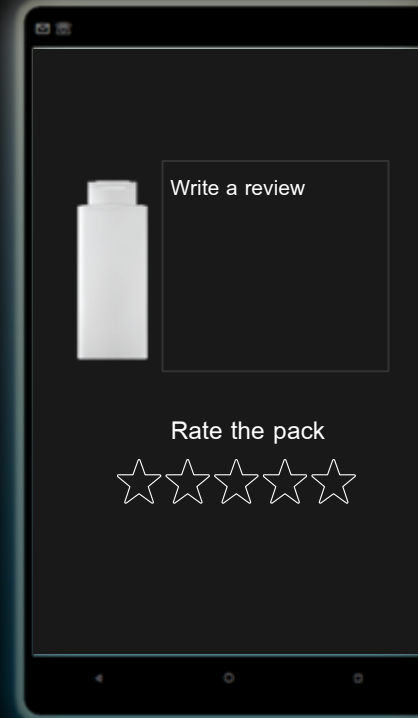
# Sequential Pack Screening approach

The swipe methodology ensures **pace** and helps you shortlist the best pack designs to take forward to validation stage through:

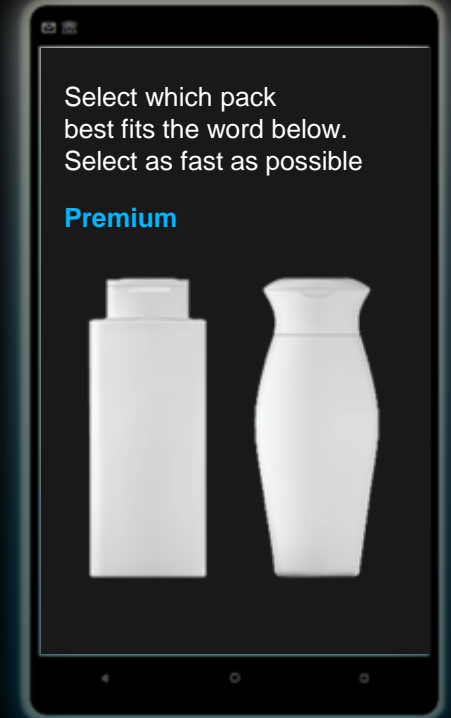
- Type1 paired comparisons combined with Type 2 diagnostics
- Understanding the consumer's **engagement** with the pack
- Showing **intuitive assets**



Type 1  
Preference  
Up to 16 pairs in a row



Type 2  
Review, rating and 4  
other behavioral metrics

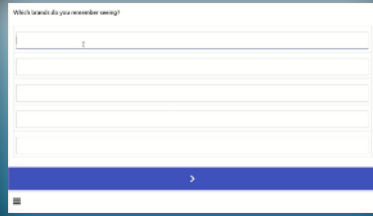


Type 1  
Package positioning  
diagnostic

# Pack eValuate – Monadic Approach



Reel of 11 packs



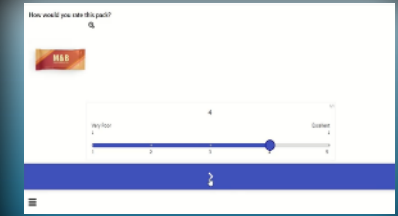
Recall (OE)



Recognition



Brand impact (OE)



Overall rating



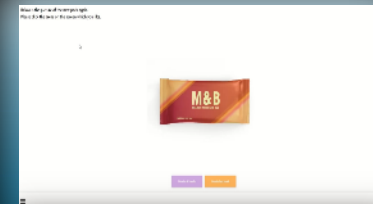
Purchase interest,  
Uniqueness



Moments (5 occasions)  
*(optional)*



Brand equity *(optional)*



Highlighter



Imagery

# Pack eValuate Screening – Performance Indicators

What is it?  
When to use it?  
How to use it?

## Standout

<b>Recall</b> (%)	Which brands do you remember seeing? <i>Open-end</i>
<b>Recognition</b> (% Top)	Do you remember seeing this (brand) pack? <i>4-point scale</i>

## Growth impact

<b>Overall rating</b> (% Top 2)	How would you rate this pack? <i>5-pt scale</i>
<b>Purchase Intent</b> (% Top 2)	Would you buy this product assuming it was sold at a price you would find acceptable? <i>5-pt scale</i>

## Brand impact

<b>Brand impressions</b>	Write 3 words to describe the impressions this pack gives you about this brand <i>Open-end</i>
<b>Moments</b> (% agree)	When do you think this product would be good to use? <i>Select all that apply</i>

## Design diagnostics

<b>Uniqueness</b> (% Top)	How new and different is this pack? <i>5-pt scale</i>
<b>Pack Highlighter</b>	Diagnostic module to elicit pack drivers and barriers. Clear feedback on which aspects of the pack resonate with consumers and those that don't – providing guidance for optimization
<b>Imagery - Total endorsement</b>	The extent to which the pack is credited for being a fit with a given attribute, regardless of time taken for making the choice; a representation of reflective choice
<b>Imagery - Fast endorsement</b>	The extent to which the pack is credited for being a fit with a given attribute and endorsed quickly. Faster response times reflect stronger, more instinctive associations ingrained in consumers' minds

## Additional (optional)

<b>Modules</b>	MDF Brand Equity Module (will be inserted by default)
<b>Custom Questions</b>	Will also be inserted to assess claims

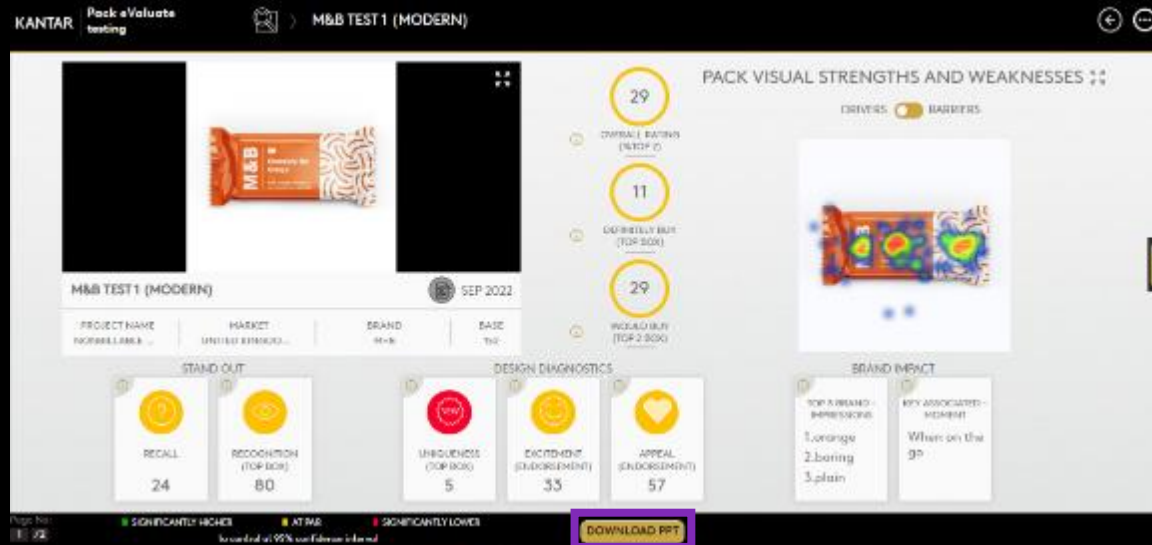
**Test pack performance on key performance indicators is compared to control pack performance** *(at 95% confidence level):*

- Significantly higher than control
- At par with control
- Significantly lower than control

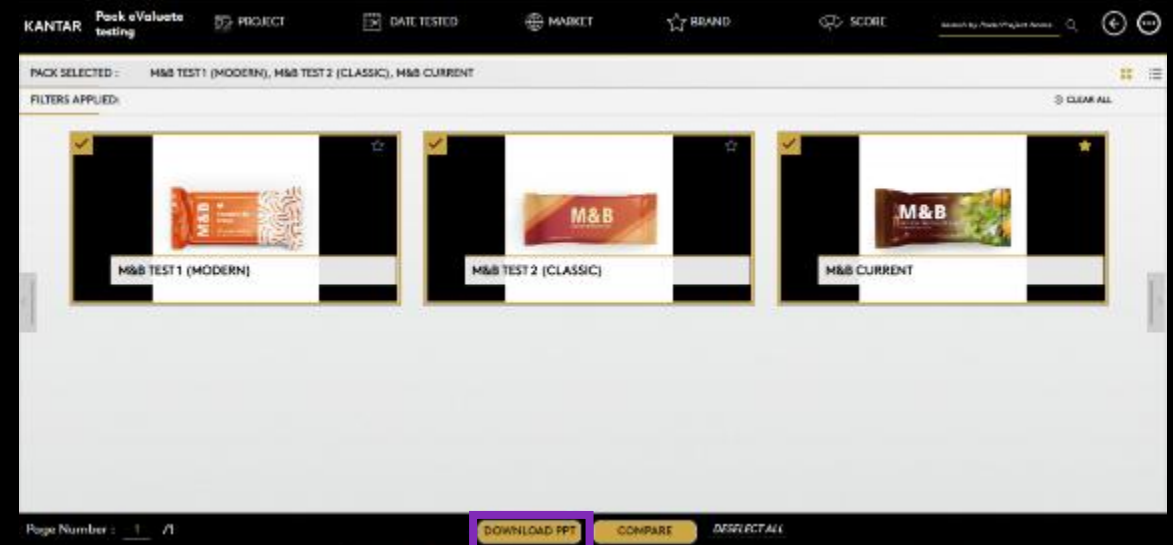
# Dashboard Overview – Pack Testing

What is it?  
When to use it?  
How to use it?

## Snapshot view



## Library view

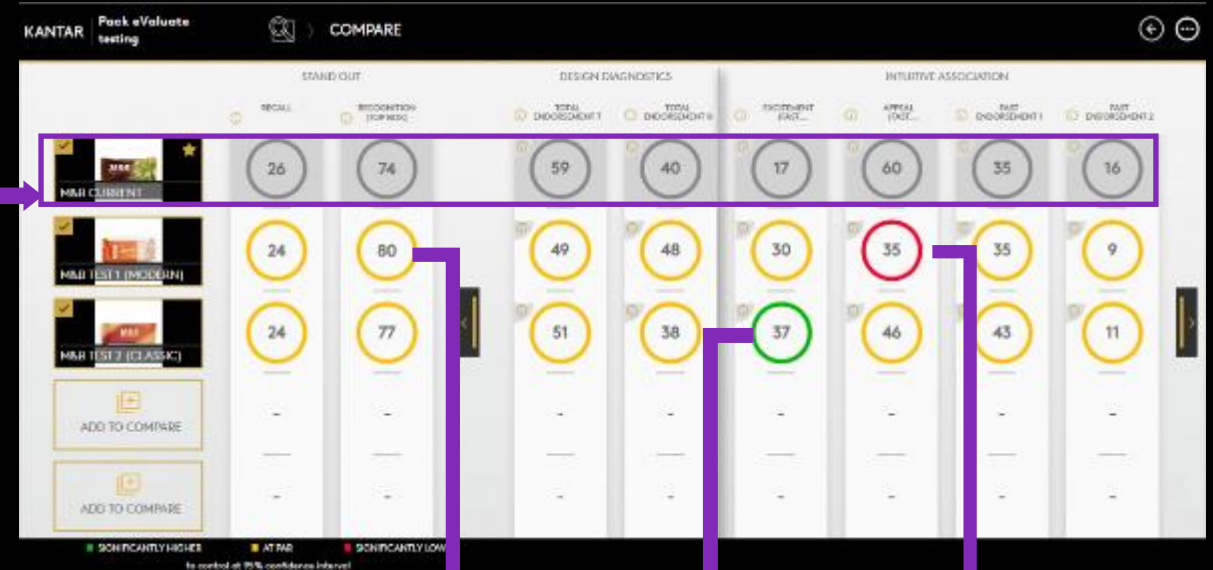
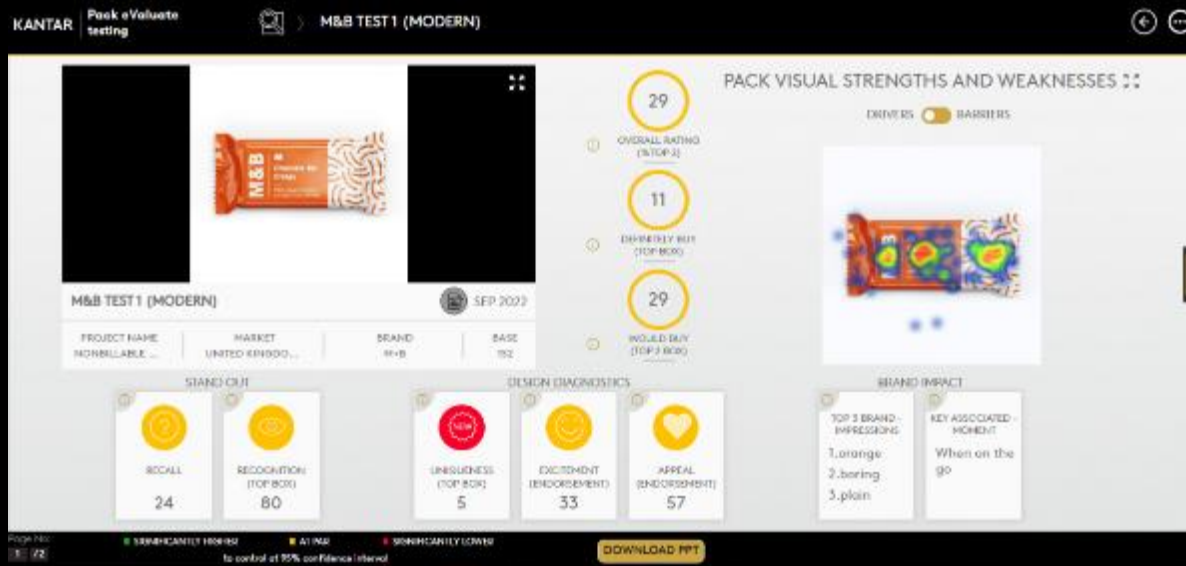


# Benchmarking is on control pack

Whether you're viewing in *Snapshot view* or *Compare view*, the color coding is based on significance testing (@ 95% level of confidence) versus the control pack, where green is significantly higher than control, amber is on par with control, and red is significantly lower than control.

What is it?  
When to use it?  
**How to use it?**

Selected control pack appears on top of the list in *Compare view*, with grey-colored background



Amber color: = control (sig)  
Green color: > control (sig)  
Red color: < control (sig)



# An End-to-End Innovation Asset Platform



Find the best ideas/claims

**Idea & Pack eValueate Screening:** Quickly shortlist the best ideas to take forward to concept development.



Get AI-powered insights on high potential concepts

**Concept AI:** Volume screening of **initial concepts**, leveraging Kantar database and AI for quick and high-level feedback



Optimise winning concepts

**Concept eValueate:** Identify winning concepts and optimise their incremental growth potential in as few as 24 hours.



Identify stand out packaging


**Pack eValueate esting:** Prime your pack for success and make sure it stands out on shelf, at speed.



Maximise your product's launch appeal

**Product eValueate:** Test your product quickly in a real home environment to maximise your product and launch potential.

# From customized flexibility to automated rigour – agile product testing via HTC




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Receive product



Test at home



Complete test online

### Consumer Reviews

Review 761  
I was pleasantly surprised by the overall taste. I was not expecting it to have the amount of alcohol I felt it contained.

Review 762  
I had a drink from the bottle that wasn't the best, as a perfect example drink. I was glad but not quite happy. The was absolutely delicious, highly recommend!

Review 763  
It was a delicious fresh drink to have in the afternoon and evening with a slice of lime on the rocks!

Review 764  
A light and refreshing drink. I enjoyed the apple flavour and price is reasonable. I would try again.

Review 765  
I was watching and I had the taste, been amazing, good to have in stores.

Review 766  
Some of the ones I've enjoyed, the combination of citrus was really nice. Just the right amount of it and the aftertaste was pleasant.

Review 767  
Pretty much what I expected - good. Review. Can have the go & taste.

Review 768  
Very refreshing, very light drink. I can't be drunk and still be performing. I started to before I started the drive and really enjoyed it. Great for summer evenings. Really liked the product.


Review 769  
I really like this one mixed with the other it was a slight, but very refreshing. I was tired with a couple of hours. Love and this really is a great one. Really liked the taste and the fact that it was not too sweet. It really is a great one. I really liked this product. I would recommend it to anyone.

Review 770  
I love to watch the car. I was a good alternative to what I usually have.

Review 771  
Nice fresh drink, good to unmask after hard work.


Review 772  
A nice crisp taste. Not overpowering. Really Refreshing. Good taste of taste.

### Video Reviews




Review 773  
I found the drink to be quite light and citrus, and had a subtle but really refreshing taste. And honestly, I wanted it to be really strong, but it wasn't. That was really nice. I think it's a really good drink. I would enjoy being able to have a bit more of it when sitting around with friends. That kind of it.

2.5/5




Review 774  
I really like the taste of the drink, the get and the taste, with a bit of the aftertaste of the drink, making the drink really refreshing and enjoyable to drink.

3/5



Review 775  
I think it was a bit too sweet for me. There wasn't much of a difference, and I would have the alcohol. So, the other drink gave me an impression, it just didn't do anything for a couple.

2/5



Review 776  
The drink is refreshing and has a bit of the taste, but it also has a slight aftertaste.

3/5

#### Overall Opinions

Which statement below best describes your overall opinion of this product you have just used?

48%

12%

38%

Sample 184

Mean: 5.3 / 7

Base: 171

58%

10%

40%

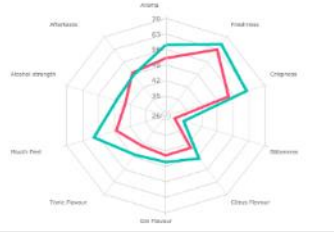
Sample 792

Mean: 6.5 / 7

Base: 177

Very Good    Excellent

#### How much did you like to dislike this? [optional]

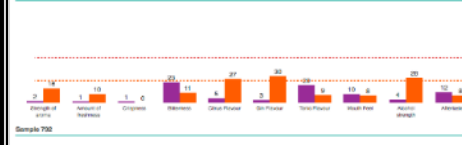


Attribute	Sample 184	Sample 792
Alcohol strength	50%	50%
Refreshment	50%	50%
Healthiness	50%	50%
Mouth Feel	50%	50%
Taste Power	50%	50%
Citrus Flavour	50%	50%
Overall Rating	50%	50%

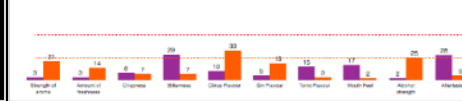
#### Penalty Analysis

Legend: Too Much, Not Enough, Refinement required, Consider refinement

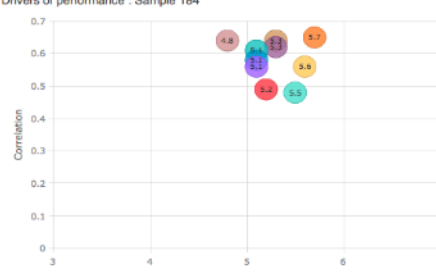
Sample 184



Sample 792



#### Drivers of performance : Sample 184



Attribute	Correlation	Mean	Mean
Freshness	0.65	5.7	5.8
Citrusness	0.64	4.8	4.7
Mouth Feel	0.64	5.3	5.6
Citrus Flavour	0.62	5.3	5.3
Alcohol strength	0.61	5.1	5.2
Citrus Flavour	0.58	5.1	5.3
Citrusness	0.56	5.6	5.6
Tonic Flavour	0.56	5.1	5.3
Alcohol strength	0.49	5.2	5.3
Alcohol strength	0.46	5.5	5.6

## Contacts



[corinne.mostaert@kantar.com](mailto:corinne.mostaert@kantar.com)  
Director Innovation & Sustainability

*Thank You*



[Simon.duvalkieffer@kantar.com](mailto:Simon.duvalkieffer@kantar.com)  
Director Innovation