



NEXT Concept Lab:

Assess probability of success of your new product idea, prioritize new product development efforts, test product positioning statements and build sales story.

Custom Concept Report Prepared to:
**Explore Consumer Relevance of
Regenerative Agriculture**



Concept Lab Testing Methodology



Concepts tested monthly in representative and competitive marketplace.



Prediction market methodology: leverage “wisdom of crowds” and gamification to predict the success of an idea.



More predictive: consumers place bets for or against concepts based upon all available knowledge.



Market prediction & cultural relevance.



Purchase intent & personal relevance.



Results cut by consumer segmentation & geography to inform targeting and distribution strategy.

Concept Lab Testing Output: Market Prediction & Purchase Intent

Market Prediction Score

Probability that product concept will sell a lot in market in the next 12 months.

All Concept Benchmark (2014 - 2017): Average=74, Min=18, Max=99

Purchase Intent

Percentage of consumers who would purchase product concept in the next 12 months.

All Concept Benchmark (2014 - 2017): Average= 12%, Min=1%, Max 38%

Concept Lab Testing Output Usages



Concept Lab Testing Options

Standard Concept Test

Assess probability of success of your new product idea, prioritize new product development efforts, test product positioning statements, and/or build sales story.

Projected Performance Module

(Powered by Nielsen POS Data Analysis)

Competitor concept testing with in-market sales data to help project the sales potential of your new product idea.

Market Context Module

(Powered by Nielsen POS Data Analysis)

Additional category context analysis, to support sales story and business decision-making.

Consumer Context Module

Additional consumer segment-level analysis and reporting.

Concept Lab Testing: Case Study

As an example of both the power and simplicity of NEXT Concept Lab, we would like to share with you the following analysis of a Regenerative Agriculture product concept.

This concept was modeled upon EPIC, but was tested by New Hope/NEXT, and does not reveal any proprietary client data.

Concept Tested

Meat and Nuts Trail Mix Made Using Regenerative Agriculture Practices

This trail mix combines 100% grass fed, organic beef jerky with nutrient rich berries, nuts, and seeds. It is packed with a generous serving of protein, low in sugar, gluten free, grain free, and absent of both soy and dairy. Further, the meat and plants are grown using regenerative agriculture practices, which seeks to restore the health of the land through smart land management practices.

Scorecard: Meat and Nuts Trail Mix Made Using Regenerative Agriculture Practices

Date Tested: September 2018

This trail mix combines 100% grass fed, organic beef jerky with nutrient rich berries, nuts, and seeds. It is packed with a generous serving of protein, low in sugar, gluten free, grain free, and absent of both soy and dairy. Further, the meat and the plants are grown using regenerative agriculture practices, which seeks to restore the health of the land through smart land management practices.

Market
Prediction Score






78

Purchase
Intent Score





11%

Est Buyers*
25M

Consumer Segments (Total U.S.)

	Market Prediction	Purchase Intent	# Est Buyers*
 #Young4Ever	84	12	6M
 Chief Health Officers	85	14	7M
 4 out of 5 Doctors	86	14	7M
 Guilty and Defeated	48	8	3M
 Life Tastes Good	48	4	2M

U.S. Census Regions (All Consumer Segments)

	Market Prediction	Purchase Intent	# Est Buyers*
	88	11	6M
	78	13	6M
	62	11	9M
	86	9	4M
Market Prediction Benchmark Average=74, Min=18, Max=99 Purchase Intent Benchmark Average= 11%, Min=1%, Max 38%			

Respondent Comments

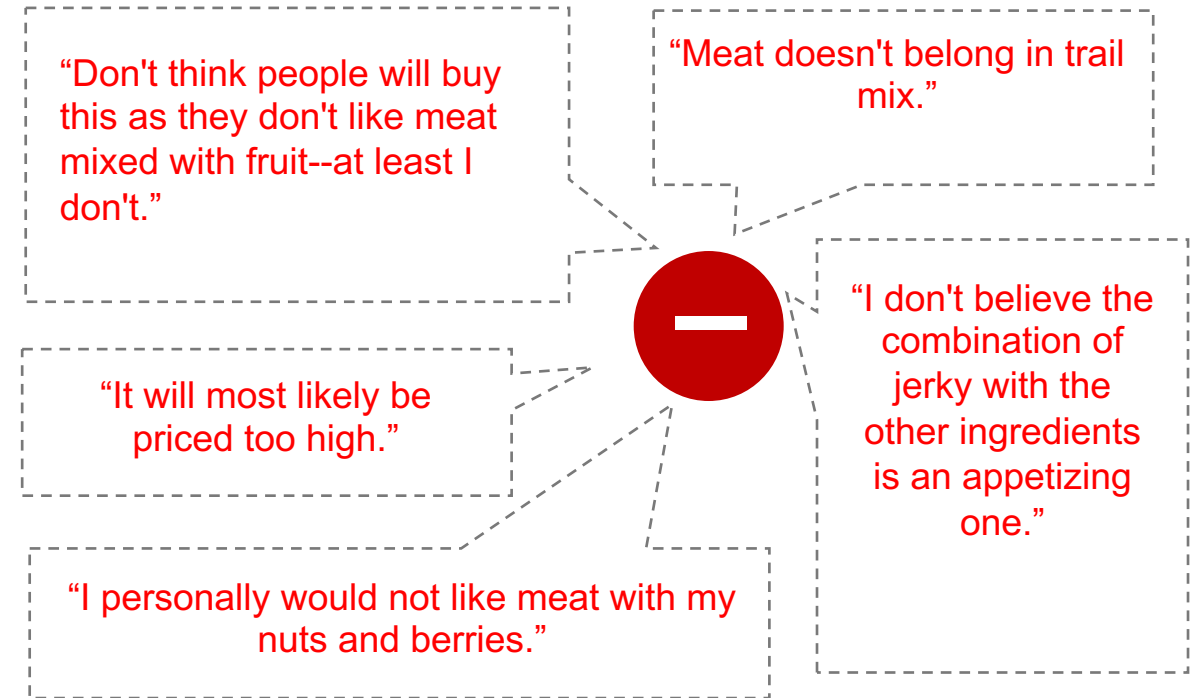
POSITIVE

The concept is broadly appealing. The idea of meat and trail mix is new, and resonates with many. The healthy positioning and environmental responsibility also appear to resonate. It also appears that some consumers are beginning to hear about the term Regenerative Agriculture.



NEGATIVE

While there were few negative comments, it was clear that for some the idea of meat combined with berries, nuts, and seeds isn't appealing. There were no negative comments about Regenerative Agriculture, though a few did express concerns about what they expect will be an expensive product.





Appendix

NEXT Consumer Segmentation


New Hope Network's unique market segmentation that enables companies to more effectively target interested, passionate consumers with new products, concepts, messaging, and marketing strategies in order to optimize product success across all consumer groups.



LIFE TASTES GOOD

Live for today—that and taste are what motivate these consumers, who understand nutrition and health concerns but prioritize enjoying life and friends. These relaxed and relatively healthy consumers cook at home, are satisfied with current brands and eschew natural foods because of taste perceptions.


- 17% of population
- 51% male
- 30% age 18-34
- 59% married
- 39% with kids -18



GUILTY AND DEFEATED

These time-strapped consumers want to be healthy but don't actively pursue health and wellness. They feel guilty about this but cannot take control of their diets. The result is low-energy, stressed out shoppers (many with young kids) who seek out convenience and focus on price.


- 18% of population
- 60% female
- 42% age 18-34
- 46% married
- 23% with kids -18



CHIEF HEALTH OFFICERS

These label-reading, family-focused health managers eat healthy but don't use supplements. They will try and pay more for health products—but only if they are backed by research. These consumers also like to share what they know with others.

- 21% of population
- 58% female
- 42% age 18-34
- 50% married
- 36% with kids -18



#YOUNG4EVER

Consumers in this segment take more aggressive actions toward health and wellness because they want to stay feeling and looking young. These early adopters are impulsive brand switchers and not as concerned with price. They're also more likely to be younger, more racially diverse males who are more focused on themselves than on family.

- 23% of population
- 56% male
- 37% age 18-34
- 50% single
- 38% with kids -18



4 OUT OF 5 DOCTORS

Made up of mostly older consumers, this segment listens to doctors and actively follows traditional health and wellness advice. These shoppers are less likely to try new things because they are happy with current choices. They purchase less natural and organic because of price.

- 22% of population
- 57% female
- 52% age 55+
- 66% married
- 23% with kids -18