

PRC - PRODUCT REPLACEMENT CHECK

The Goal

- Check **prototype performance** vs **current product** and identify formula improvements (if needed) before substitution step.
- Deep analysis on recipe performance strenghts and weaknesses, risk of substitution (alienation).



Action Standard

- ✓ Superiority in preference for product improvement
- ✓ Parity in preference for cost saving
- ✓ No alienatation

Test Design & Sample

Pair Test in Hall in Blind

Brand/product user

2 products

Sequential monadic evaluation per product (with open ended question) and preference questionnaire at the end.

20 minutes interview, full questionnaire (25-30 questions)

RECOMMENDED SAMPLE:

200 INTERVIEWS
TOTAL

Main outputs

