Real-time customer insight at home, in store and outdoor

For more information contact
Robin Shuker
robin@fieldagent.co.uk
m: 07803 610684
Crowdsourcing → App → Dashboard

Retail Audits → Mystery Shopping → In Home

Total customer experience
EXPLORING TASTE

To establish products at home and usage

To evaluate the impact of Shopping experience

The cost of conducting 100 in-home “customer experience interviews” with Video and 25 instore would be £7,000 which includes Analysis, Reporting and video edit.
TOPICS WE EXPLORED

• To explore taste in context of ready meals:
  – Key drivers in choosing a ready meal
  – Attitude to Health and Taste
  – How does packaging inspire taste appeal?
  – How does the in-store experience influence the purchase decision?
  – The eating experience...
THE BRITISH PEOPLE — MAINSTREAM

- In home study 21/4/2017 to 23/4/17 (100)
- In store and in-home 22nd April 2017 (25)
- Incentive of £5 to complete each task

Demographics:
- Even split M/F
- 18 – 54 years

Broad national coverage

Demographics: even split M/F, 18 – 54,
Q: Which of the following had an influence on your decision to buy the specific product you have chosen?

- A Different Flavour / Type / I Wanted to Try: 39%
- Lower Price Than I Usually Find It Elsewhere: 25%
- Person I Am With Encouraged Me: 10%
- It Is a Product I Can’t Find Elsewhere: 9%
- Product Was New: 7%
- Product Was Part of a Special Display: 6%
- Staff / On Shelf Recommendation: 2%
- None of These: 26%

Half open to new ideas.. Taste..?
BENEFITS OF A CHILLED READY MEAL...

HOW APPEALING ARE THE FOLLOWING? (0 – 10)

Diet: 5.71
Healthy option: 6.22
Value: 7.76
Taste: 7.77
Price: 7.90
Ease of cooking: 8.72
Convenience/Speed: 8.73

CHILLED READY MEALS – APRIL 21-23rd 2017 n = 100
When you are choosing a ready meal, how important are the following?

<table>
<thead>
<tr>
<th>Feature</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Packaging</td>
<td>5.25</td>
</tr>
<tr>
<td>Brand name</td>
<td>5.34</td>
</tr>
<tr>
<td>Ethically produced</td>
<td>5.56</td>
</tr>
<tr>
<td>Something new</td>
<td>6.22</td>
</tr>
<tr>
<td>Healthy Option</td>
<td>6.25</td>
</tr>
<tr>
<td>Nutritional information</td>
<td>6.33</td>
</tr>
<tr>
<td>Ingredients</td>
<td>6.75</td>
</tr>
<tr>
<td>Pack size</td>
<td>7.03</td>
</tr>
<tr>
<td>Microwavable</td>
<td>7.24</td>
</tr>
<tr>
<td>Special Offers</td>
<td>8.03</td>
</tr>
<tr>
<td>Price</td>
<td>8.22</td>
</tr>
<tr>
<td>Quality</td>
<td>8.32</td>
</tr>
<tr>
<td>Taste</td>
<td>8.66</td>
</tr>
</tbody>
</table>

CHILLED READY MEALS – APRIL 21- 23rd 2017 n = 100
ATTITUDE TO TASTE: HEALTHY

3. When considering buying a new variety of ready meal, is "unknown taste" a barrier to purchase?

Open to new Tastes and quality

Healthy commands a premium

4.9 Improved score

5. Please indicate how strongly you agree (10 stars) or disagree (1 star) with the following statement: "Healthy food never tastes as good as "unhealthy food"

6. How much more would you be prepared to pay for a healthy ready meal that tastes good, compared to a standard ready meal?

10% 21%
20% 25%
30% 19%
40% 6%
50% 12%

CHILLED READY MEALS – APRIL 21-23rd 2017 n = 100
<table>
<thead>
<tr>
<th>Statement</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am open to purchasing new and different products</td>
<td>8.6</td>
</tr>
<tr>
<td>I want to shop as quickly as possible</td>
<td>8.3</td>
</tr>
<tr>
<td>It is worth paying a little extra to get better quality</td>
<td>7.8</td>
</tr>
<tr>
<td>I prefer to buy well-known brands (for example, Heinz, Cadburys)</td>
<td>5.7</td>
</tr>
<tr>
<td>I would like more information or ideas at the shelf to help me make a decision</td>
<td>5.0</td>
</tr>
<tr>
<td>I found it hard to make a choice</td>
<td>4.5</td>
</tr>
</tbody>
</table>

OPEN TO NEW IDEAS

CHILLED READY MEALS – APRIL 2017  n = 1000
Which of the following do you tend to do when purchasing a chilled ready meal?

- Plan to buy a chilled ready meal, but I decide in store the exact product to buy: 66%
- Make an impulse decision to purchase a chilled ready meal once I am in-store: 23%
- Plan exactly what I am going to buy before I go into the store: 11%

Importance of instore decision.
25 INSTORE VISITS AND FOLLOW UP IN HOME

- Go to any large supermarket
- Check out the displays
- Go home and tell us what it tasted like
I chose the chicken and bacon pasta bake as the image is especially appealing. I am salivating simply by looking at it. In addition, I really love bacon.

The packaging is appealing and it is something I would not normally consume so is intriguing to me.

The photo of the meat looks well clicked and juicy.

The grated cheese at the corners and the golden colour of the toppings.

Salmon fillet dinner because it looks healthy and wholesome and filling and like good food. The potatoes look crisp and the fish and sauce looks high quality and flavorsome.
They are the pulled pork cannellonis! It looks like my grandma cannellonis! The reason why I chose it because it looks the most home made to me and has good memories.

Classic dish that I enjoy and picture of dish is inviting

Morrison’s Fresh Ideas Chicken Biryani. It has fresh leaves on top which looks healthy, but I also fancy a curry, and the rice will be filling.

I chose this as looking the most tasty as it looks like it is high quality and contains good quality food. I also think it looks homemade.

Hoisin duck noodles. You can see the food through packaging.
Least Appetising

Although the outer packaging looks ok the food inside does not look very appetising. I think this looks the least appetising as it looks very bland, unattractive and not very nutritional.

Vegetable moussaka. There’s not a picture or I cannot see what’s inside. This is the typical dish with many ingredients so it’s good to take a look at the food inside. It looks poorly seasoned and the packaging is very sparse.

4 tesco everyday value cheese and tomato pizzas - I thought the packaging looked plain and uninviting. I think the way it’s packaged in the bag makes it look cheap. Looks cheap and unappealing. Looks as if it will be tasteless.

Looks a mess in the packet and on the picture.

Looks as if it will be tasteless.

Dark boring packaging. You can see the food and the rice looks a weird dark colour. Not like normal yellow pilau rice.
LOOK REALLY APPETISING — SEE CONTENTS

I like the fact you can see the meal through the packaging

Nice photo of product, and you can see the food itself

The fact you can see the food inside

Ingredients & photo
Look really appetising — see end product

The meal in itself looks good. The meatballs look appetising and cooked to perfection. Also the tomato and spaghettini look tasty.

The meal looks attractive, beef in gravy looks delicious.

The lasagne looks creamy and cheese is well cooked.

The chilli con carne sauce looks very appetising.

The image of the pasta on the plate.

The look of the cooked product on the packaging is very important.
Looks really appetizing — product with information

- The contents and traffic light system of nutrition rating
- Serving suggestion, simple packaging, noticeable calorific value
- The bright colours on the packaging stand out and the way the lasagne is perfectly made. It is perfectly layered and looks very
- Bold eye catching packaging, the description of the flavours with the tuna sound appetising and the ease of cooking "Ready in 5 minutes".
Packaging that doesn’t look appetising

The label photo of the food being advertised does not look of high quality nor appetising.

Loaded with salts and other ingredients to make it taste good

The pic of the actual food looks appetising enough but the rest of the packet makes it seem ‘cardboardy

This chicken hotpot does not look appetising to me at all. It looks like a very small amount and somehow looks tasteless. It could be because I know its a weight watchers meal and have known them to be pretty tasteless in the past.

Packaging is old fashioned and tastes nicer than photo

The meal looks sloppily presented with gravy marks on the edge of the plate. This takes away from the attractiveness of the meal because it makes me wonder how carefully the meal has be
**FOOD SHOTS GIVE INDICATION OF TASTE**

The photo of the finished meal looks appetising.

The toppings as they clearly show what it has on it.

Looks yummy.

It looks very tasty.

It has slim cut potatoes, minced beef, peas and carrots and lots of gravy, I think it will be delicious, not a lot of calories or salts in comparison to other ready meals.

Looks very tasty with delicious veggies and chicken.
PICTURES AND DESCRIPTION HAVE GREATEST IMPACT

Granny’s makes it sound ‘home made style’. Welsh Pantry brand is always nice.

States no artificial colours, flavours or hydrogenated fats, this makes me think it should taste how I would expect sausage and mash to taste rather than artificial flavour.

It tells me what it contains, the herb sausage slices in penne pasta, also the photo on the front!

Because it tells me the nutrition information and calories and it’s says exactly what it is having for tea :) 

Tells me what the sauce will taste like

The description in words and the visual picture
BACK TO BASICS - THE AVERAGE CONSUMER

• Product selection driven by taste expectations
• Customers have an open mind on entering the store
• Packaging must inspire and reassure – Food shots and contents with information
• Eating experience must match expectations - Taste
• Texture is an indication of “quality”
• Key criticism is lack of contents “Meat”
FASTER CHEAPER BETTER

Coverage
Real People
Objectivity
Qual + Quant

Responsive
Cost
Experience
Insight

For more information contact Robin Shuker
robin@fieldagent.co.uk
m: 07803 610684