

Target Audience Final Report

February 15, 2006

Compiled By

Starting-Rice Group



California

PEACHES • PLUMS • NECTARINES

CALIFORNIA



NETWORK

- **Project Anchors**

- Overview
- Process
- Methodology: qualitative and MRI

- **Groups provided three types of insights**

- General insights: new insights and corroboration of prior year work
 - Situational insights, quality, product selection
- Target audience (TA) insights: what group should we focus our efforts on
- Messaging insights: what can we say about PPN that is especially motivating

- **This report is structured:**

- Section 1: general insights
- Section 2: target audience insights
- Section 3: opportunity spaces
- Section 4: moving forward

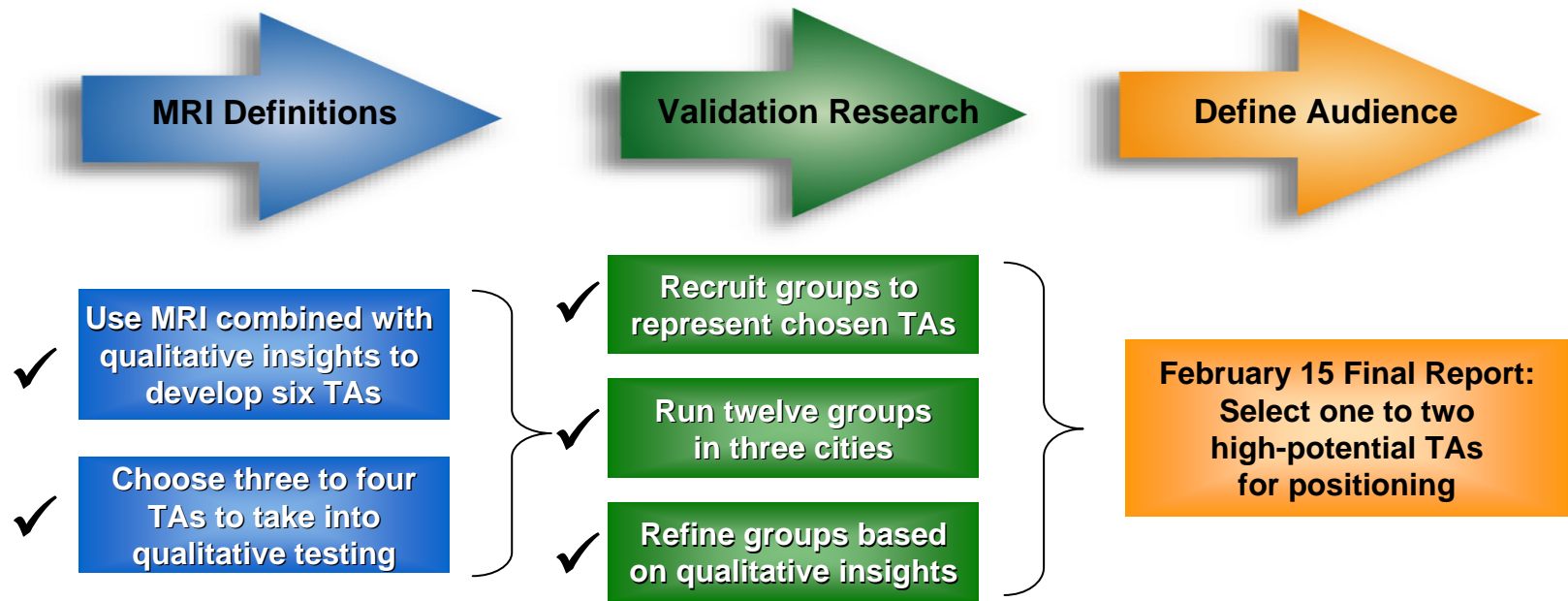
A close-up photograph of a bowl filled with fresh fruit. The bowl contains several peaches with red and yellow-orange skin, several dark purple plums, and a few dark red cherries. A single bright green leaf is placed on top of the fruit in the foreground. The text "Project Anchors" is overlaid in white, sans-serif font across the center of the image.

Project Anchors

● Overview

- Objective
 - Identify a broad target audience that is receptive to incremental consumption of PPN
- Approach
 - Use MRI capabilities, qualitative insights, and internal SRG resources to develop six initial target audiences
 - Typically, large package firms start analyzing target audience options with a large-scale customer segmentation effort. Instead, we propose that CTFA and the various agencies use their experience to identify three to four options of target audiences. SRG would then conduct qualitative research with these audiences to determine their openness to a PPN message





✓ Completed

Attributes Used in MRI

- The target audience member had some combination of these attributes (minimum two to three)
- The starred(*) bullet point acts as an anchor, meaning everyone in the target audience had this attribute

Audience Size

- MRI provided the number of individuals in the particular target audience
- To find % of HH, we divided the population number by the average U.S. household size (1.92)

Demographics

- Once we had the target audience we looked to see which demographic characteristic skewed high

Peach and Plum Indexes

- Peaches and plums were included in MRI, but nectarines were not

Consumption (past 30 days)

- Consumption in pounds

- Study and analyze four unique target audiences (based on attitudinal criteria and demographics)
- Identify primary, and possibly secondary, target among four prioritized targets going into qualitative
- Identify and dimensionalize key fruit/PPN situations and drivers
- Understand overall appeal of benefit trigger platforms for umbrella PPN

**Super Moms
and Dads**



**Summer
Enthusiasts**



**Generation
Starbucks**



Light Lifestyles



- **Segments Studied:**

- Summer Enthusiasts (18 people)
- Super Moms and Dads (19 people)
- Generation Starbucks (17 people)
- Light Lifestyles (19 people)

- **Recruited from three cities:**

- Phoenix, AZ (West Coast) – January 25
- Chicago, IL (Midwest) – January 26 and 27
- Newark, NJ (East Coast) – February 6 and 7

- **Screened for a mix of respondents based on:**

- Demographics*
- Attitudes*

**Pulled using MRI*

- **Discussion Flow**

- Introduction
- Role of Fruit in Respondents' Lives
- Fruit Snacking Situations Exercise (Daypart Timeline)
- PPN Equity Associations – Image Bank
- Benefit Triggers
- Relevant Situations for Top PPN Benefit Triggers

A close-up photograph of three ripe peaches in a white ceramic bowl. The peaches are a vibrant red-orange color with some yellow highlights, indicating they are ripe. Two green leaves are tucked behind the peaches on the right side. The background is a plain, light-colored surface.

General Insights

- During the 2005 “Why Not” project, a question was raised concerning whether the industry should focus on being a summer fruit or whether it was beneficial to move toward being more of a staple

Insight – Own the Summer



There is a large group of people (a target audience) who love the summer

- A time for family
- A more relaxed time when you can do things that really matter
- A time to anticipate
- **A time to eat a lot of fruit**

PPN is viewed as the best of the summer fruit by many

- Is thirst-quenching for hot summer days
- Is viewed as portable enough for summer events—e.g., outdoor activities
- Can be chilled or eaten at room temperature

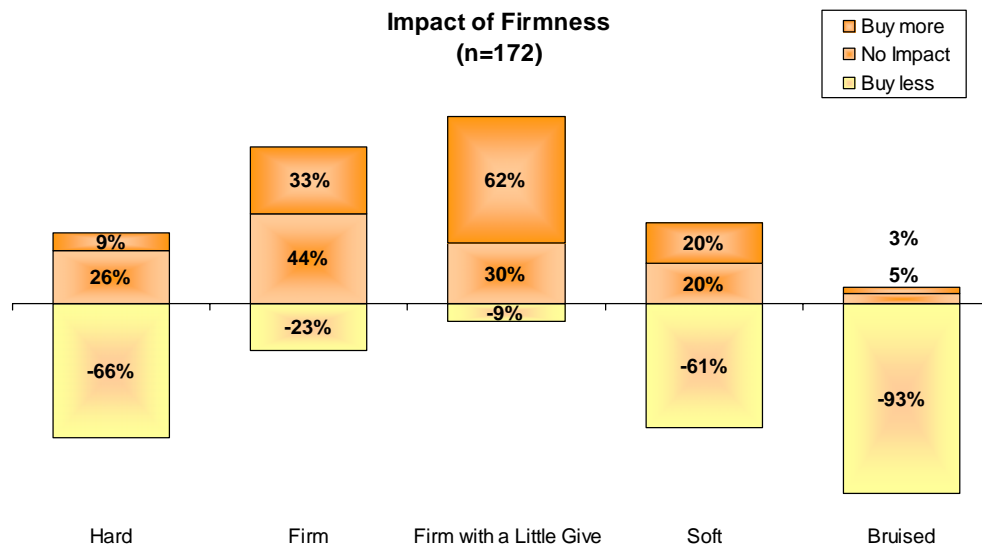
- **The “Own the Summer” insight can be translated into many opportunities and recommendations**
 - Distribution – the industry should seek out summertime distribution outlets, not only grocery but other summer venues also
 - The channel breakout strategy project will focus on new summertime venues for PPN
 - Growing season – the focus should be on improving quality within the season rather than stretching the season
 - Health – the industry should focus on the health needs of summer—antioxidants, thirst-quenching (hydration), and looking good (weight management)
 - Convenience – sliced options could also enhance PPN convenience perception
 - Portability – easy ways to carry PPN can be promoted (a baggie and a napkin)



- **When discussing the benefits of PPN, intriguing dualities appear**
 - Energetic, but relaxing
 - The summer is both—one gets energized and eliminates the stress of winter months—no school, less structured responsibilities
 - PPN is both—provides an energetic feeling, but takes a few minutes to enjoy while relaxing
 - Small enough to be a snack, large enough to satisfy
 - Quenches your thirst and also satisfies
 - Some fruits quench—grapes, watermelon, other melons
 - Some fruits satisfy—apples, bananas
 - PPN can do both—juicy and substantive
 - Sweet and something more, especially for those who eat the skin



- **We heard once again about the variety of PPN “perfect fruit characteristics”**
 - Some like it crunchy, some like it firm, some like it soft
 - Some want it fuzzy, some want it smooth
- **Mom likes plums, Dad prefers peaches, the kids want nectarines**
 - Or vice versa
- **Plums and nectarines are for snacking, peaches are for snacking or breakfast**

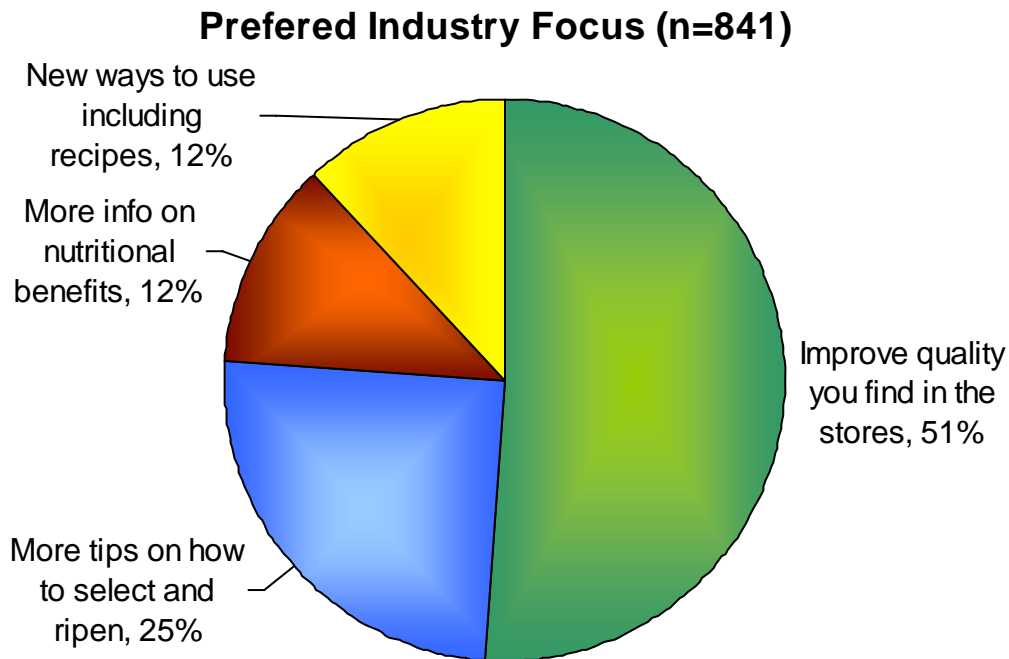


- **If you love PPN, it is portable**
 - You just need a baggie and a napkin
 - Just eat it in the car when you have on casual clothes
 - Nectarines viewed by many as hardier for travel than a peach
 - It's better than cherries, you only have one big pit when you are done
 - Kids could choke on grapes in the car, with a PPN you don't have to worry
 - What could be more convenient? Just grab and go
- **If you are on the fence about PPN, it isn't portable or convenient**
 - It's messy
 - You have to peel the fruit or quarter it and put it in a container
- **All think of it as fruit that requires a bit of forethought**
 - Wash, grab a baggie



- **Very few of the respondents were traditional three-meal-a-day families. Most had scattered meals, mini-meals, split meals (a treat/dessert thirty minutes after the meal) and snacks**
 - Snack or mini-meal situations happen pre-breakfast, mid-morning, throughout the afternoon, and after dinner
- **PPN are currently used in situations when people have more time to deal with the messiness associated with their juiciness...afternoon snacks for many**
 - Other common PPN day parts are the mid-morning snack, a meal, dessert, or breakfast (for peaches)
 - PPN may be eaten at home or during on-the-go, fun/me-time activities (exercise, picnics, a family trip to the pool)
 - NOT a multitasking (at desk, etc.) or daily, on-the-go snack
- **Viewing day part situations within the context of transitions throughout the day (moving from one activity to the next) sets a powerful, emotive context for a snack product**
 - Ritualized behavior becomes a routine with highly emotive meaning and value
 - Routines with meaning produce high-volume snacking occasions
 - Examples—thirst moments, rejuvenation moments, tide-me-over moments, kids' after-school snacks

- **Many confess to not knowing how to pick or store the best fruit**
 - At the end of groups, this was usually what respondents said they wanted to know
 - Plums are especially troublesome—a big mystery for many
- **Others just want to know the special nutritional quality that PPN provides**





General Insights –
Preferred Benefit Triggers

Most Popular Benefit Triggers Across Groups

Popular and Differentiated (from most other fruits)

- **An important snack**
 - “The fruits that quench your thirst and satisfy your hunger at the same time” (#1 – tie)
 - “Big enough to satisfy you, small enough to be a snack”
- **Summertime-focused**
 - “The summer fun fruits”
 - “Summertime energy fruits”
 - “The fruits that provide sweet anticipation” (Newark only)

Popular but Less Differentiated

- **Energize**
 - “Summertime energy fruits” (#3)
- **Healthy**
 - “A delicious treat you can feel good about” (#1 – tie)
 - “Treat” is an area of potential differentiation for PPN
- **Indulgent**
 - “A sweet flavor that gives you pleasure” (#4)

A close-up photograph of several ripe peaches in a dark brown bowl. One peach in the foreground is cut open, revealing its yellowish-white flesh and a dark brown, textured pit. The other peaches are whole and have a mix of red and yellow-orange hues. The lighting is warm, highlighting the smooth texture of the fruit.

General Insights – PPN
Equity Associations
Image Bank and Brand
Equities

- The top themes from the PPN image bank equity associations were thirst-quenching, refreshing, summertime, happy family times, “me” reward, and health



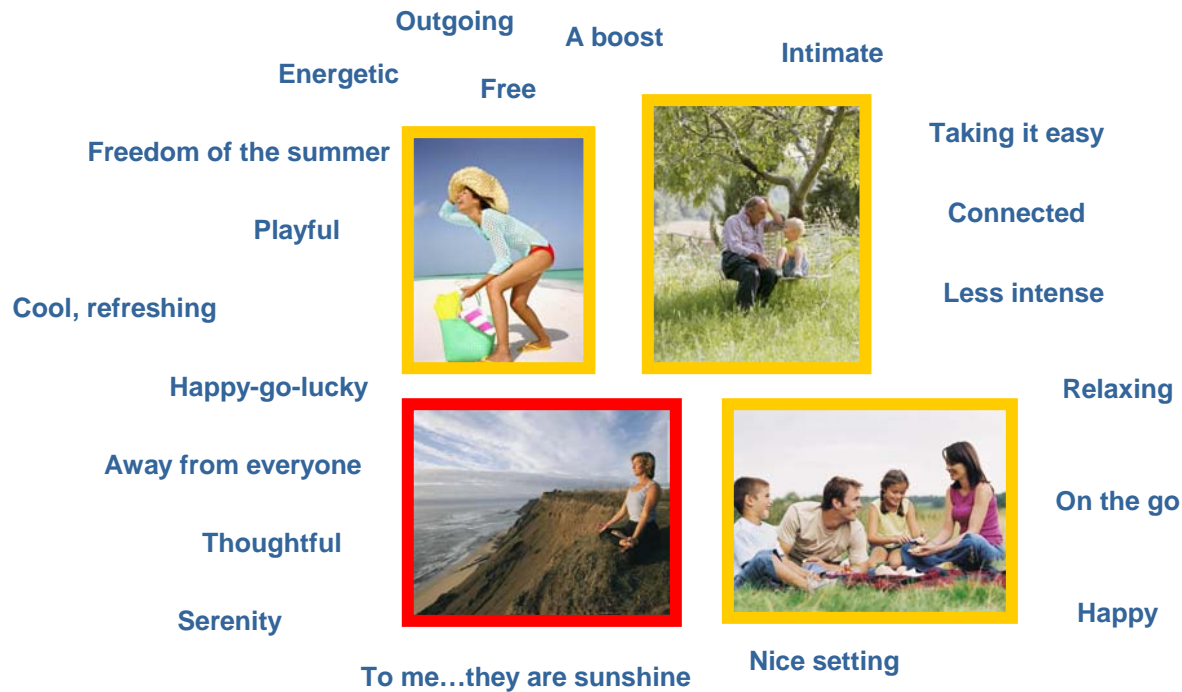
- Of the three fruits, peaches are most associated with the summer—they are the anchor which connects PPN to this exciting time of year
- Plums especially stray into other emotional territories, but the peach is firmly rooted in the summer



- The plum is the most adult of the three fruits: mature, sophisticated, and focused on health and balance (adult rewards), but still elicits all the rich summertime association of PPN
- Although respondents chose similar images for peaches and nectarines, the vocabulary they used to describe plums makes them more adult, “for me” than the other two fruits

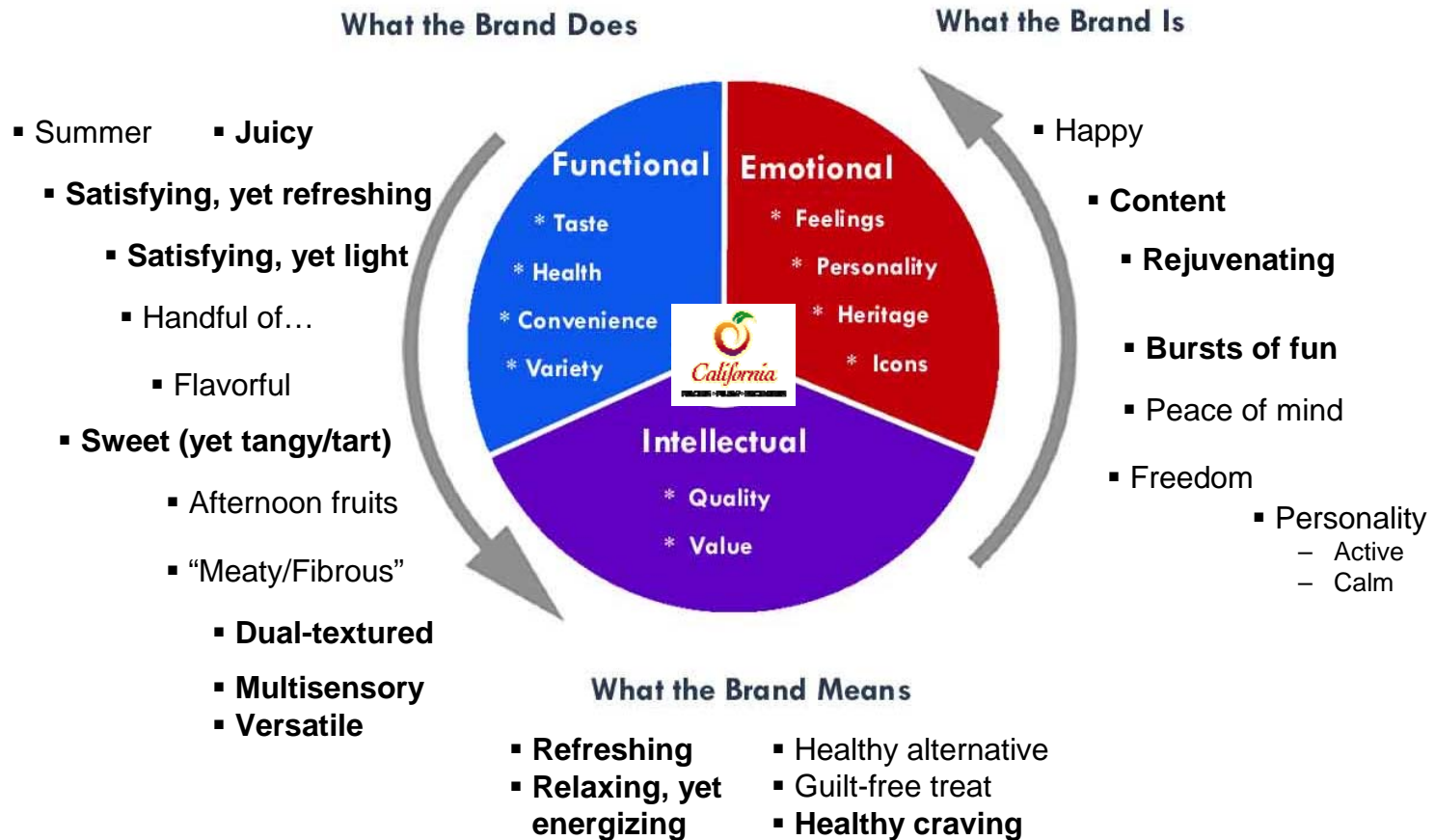


- The nectarine is a cousin of the peach—literally and figuratively



Current PPN Equities

- PPN do have crossover equities that can serve as points of difference versus snacks in general and fruits specifically



A photograph of a ceramic bowl filled with dark purple plums. The bowl has a white base with a pinkish-red horizontal band. The plums are dark purple with a slight sheen and some have small green stems. The background is a soft, out-of-focus light pink. The text "Target Audience – Targeting Opportunity" is overlaid in white, sans-serif font across the center of the image.

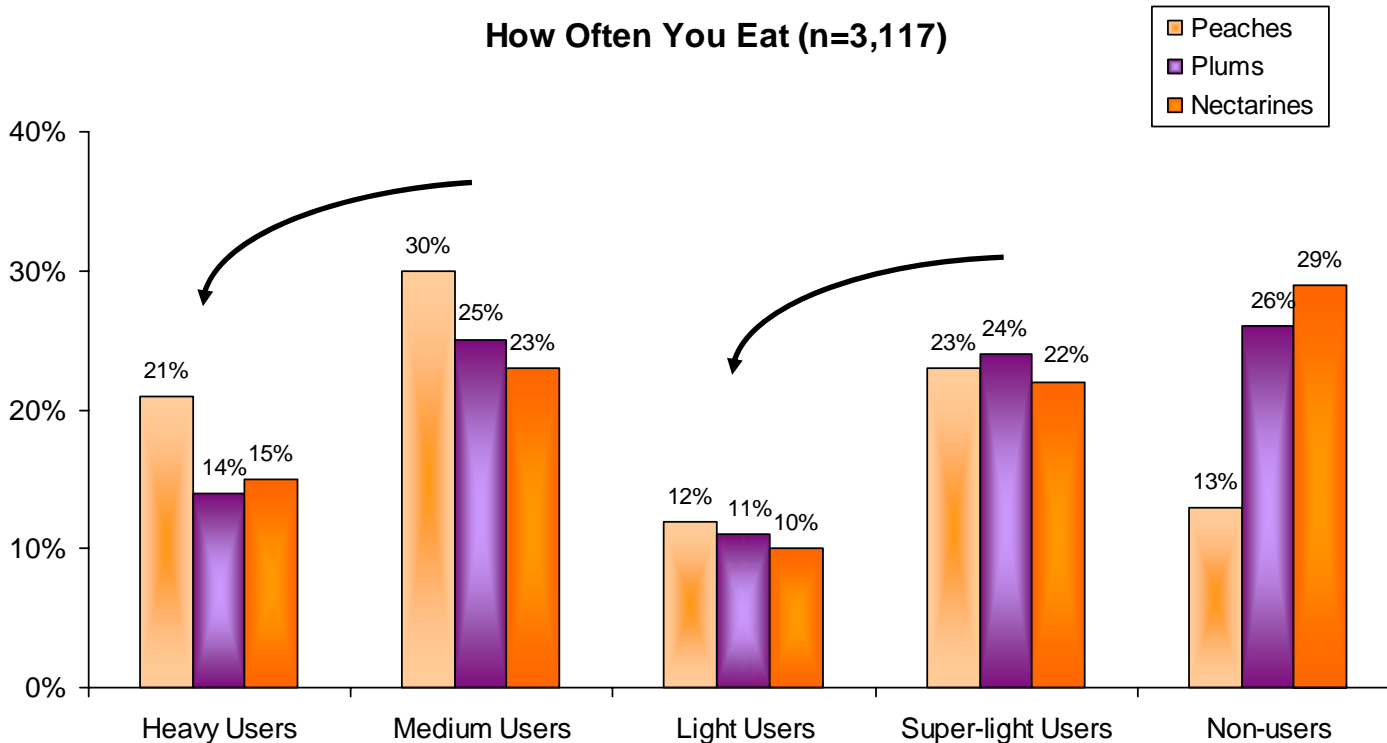
Target Audience –
Targeting Opportunity

- **As discussed in Project Why Not, identifying a target that indexes younger will be beneficial as the consumption of PPN is skewing old, an unhealthy situation in the long term**
 - NET diary data, consumers aged 65+ are eating 22.5% of PPN and are only 12% of the sample. 55–64-year-olds also eat more than their share of PPNs, while 18–34-year-olds eat fewer than their share

Data:	PPN – Total Year			
	Base Size	% of Eatings	% of Sample	Index to Sample
Age	3,981	100	100	100
Total Adults (18+)	1,948	79.2	76.4	104
18–34 Years Old	254	16.3	24.1	68
35–44 Years Old	468	10	11.8	85
45–54 Years Old	676	18.2	18.4	99
55–64 Years Old	205	12.2	9.8	124
65+ Years Old	345	22.5	12.3	183

- **The opportunity lies in creating incremental usage among current light and medium users**

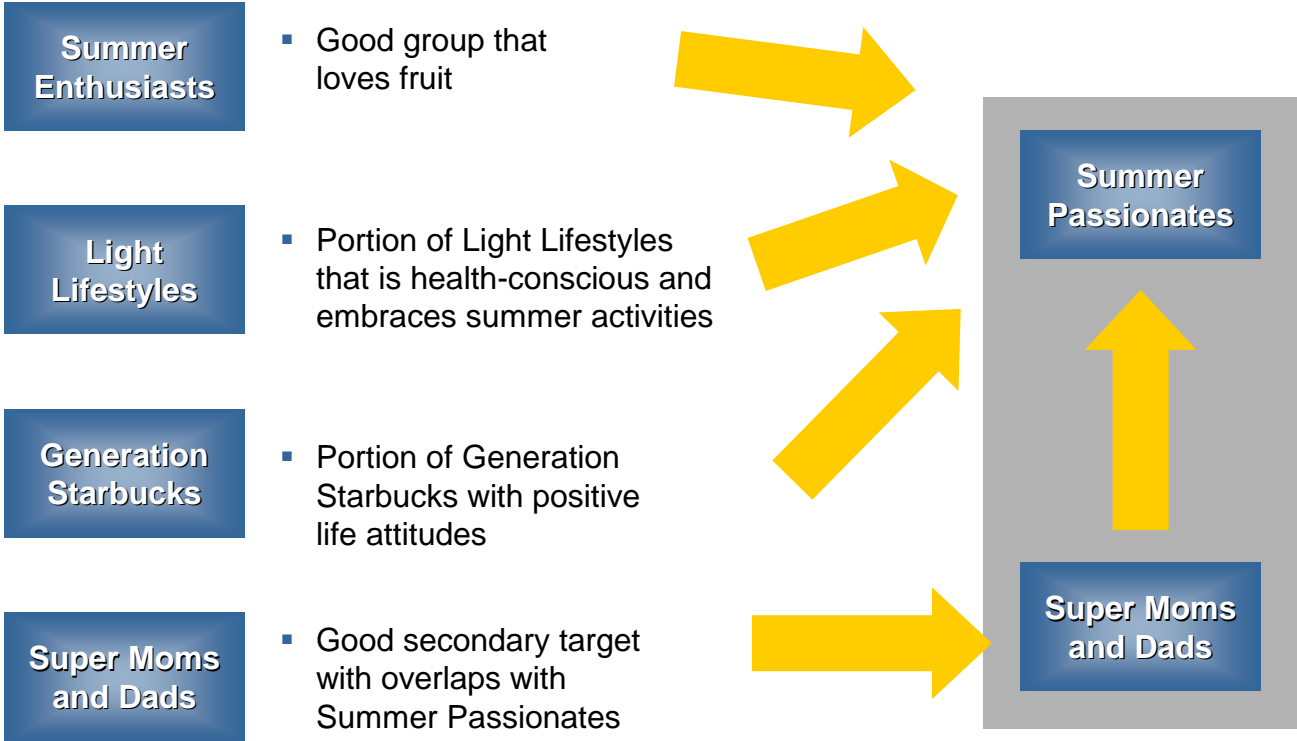
- Two significant opportunities appear— moving super-lights (eat a PPN once every 2–3 months) up to light usage (monthly consumption) and moving medium users (1–3 eatings a month) up to heavy users (3+ eatings a month)

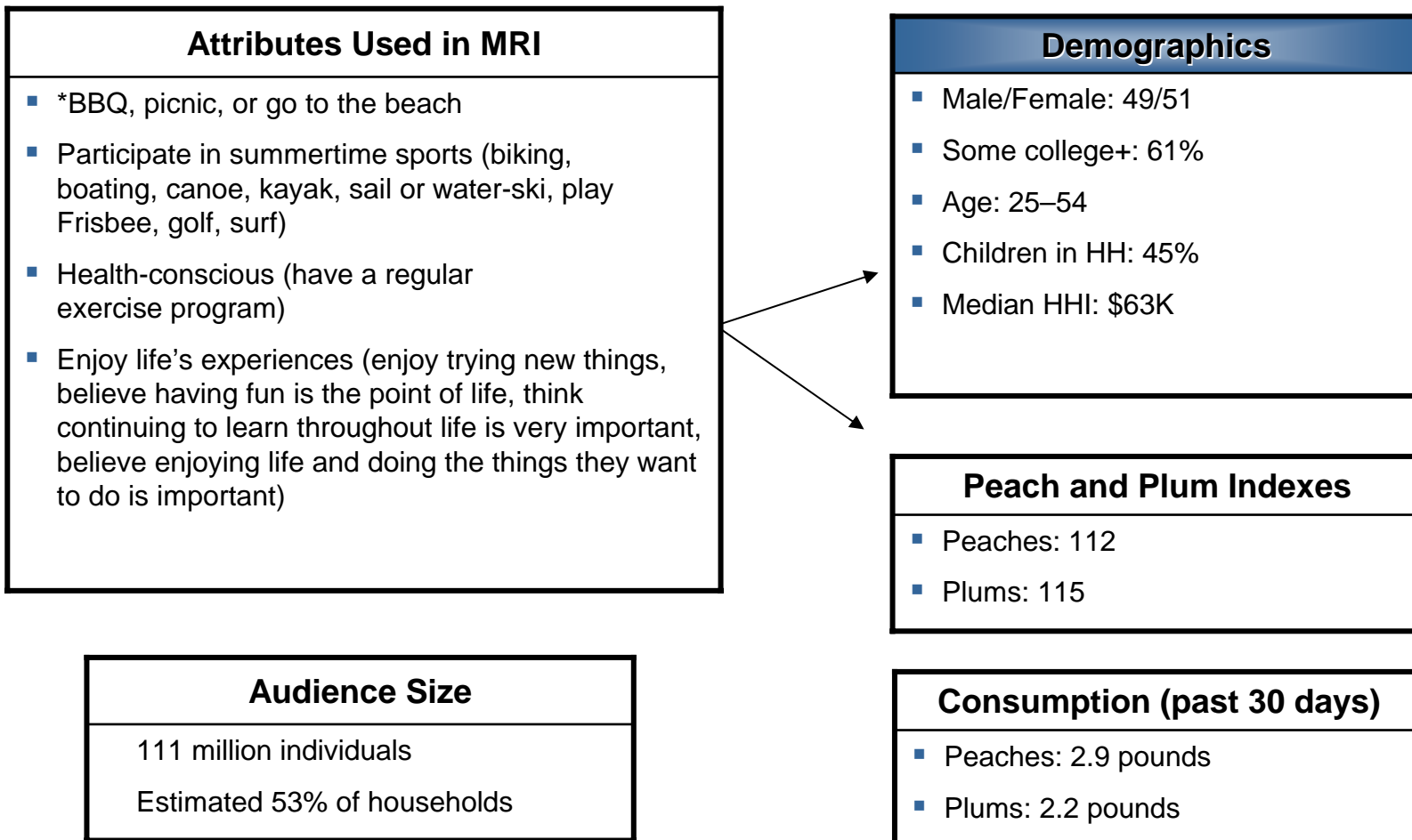


A close-up photograph of a white bowl filled with a fresh salad. The salad consists of vibrant green spinach leaves, sliced cherry tomatoes, and thin slices of white cheese. A generous amount of golden-brown, crispy fried onions is piled on top. The bowl is placed on a light-colored, woven placemat, which is set on a purple and blue striped tablecloth. In the background, a pair of wooden chopsticks and a glass of water are partially visible, suggesting a dining setting. The text "Target Audience Recommendation" is overlaid in white, centered on the image.

Target Audience Recommendation

- Embrace portions of Light Lifestyles and Generation Starbucks into bigger target audience called **Summer Passionates**





- **Summer Passionates are middle-class, All-American families who seek out the joy, freedom, family time, and outdoor activities of summer**

Top Motivating Imagery



Active Fun
Summer Freedom
Healthy



Family Fun
Connecting
Happy



Moments
Outdoors



Enjoying Summer
Outdoors

Key Fruit Occasions

- On-the-go fun
- Pre-/post-exertion (workout, outdoor activities, etc.)
- Morning out the door (kids)
- Mid-morning tide me over
- Mid-afternoon pick me up
- Mid-afternoon tide me over

Key Situational Insights

- Experience more active, on-the-go fun occasions with kids
- Want snacks that are part of the fun and keep the fun going

Compelling PPN Equities

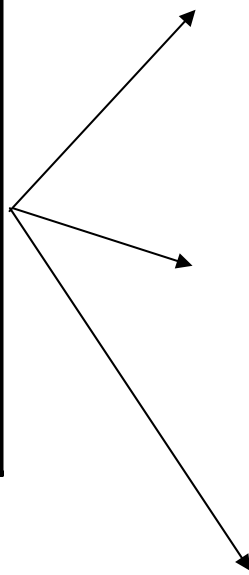
- Sweet
- Refreshing and satisfying
- Satisfying, light
- Handheld
- Part of the fun/experience (multisensory, etc.)

Motivating PPN Benefits

- Quench thirst and satisfy hunger
- Delicious, healthy treat
- Summer fruits to look forward to
- Summer fun fruits
- Summer energy fruits

Attributes Used in MRI
<ul style="list-style-type: none"> ▪ *Has children 0–17 in the household <p style="text-align: center;"><i>AND</i></p> <ul style="list-style-type: none"> ▪ *Believes family is by far the most important thing in his/her life ▪ Is organized in the home: <ul style="list-style-type: none"> – Purchases zip-top bags – Uses plastic storage containers for organizing – Owns a personal electronic organizer ▪ Checks ingredients and nutrition on food labels before purchasing

Audience Size
72 million individuals
Estimated 34% of households



Demographics
<ul style="list-style-type: none"> ▪ Male/Female: 42/58% ▪ 1+ children in the household ▪ Some college+ ▪ Age: 25–44 ▪ Suburban ▪ Median HHI: \$59,000 ▪ Average HHI: \$70,000

Peach and Plum Indexes
<ul style="list-style-type: none"> ▪ Peaches: 116 ▪ Plums: 126 ▪ Tree fruit: 117

Consumption (past 30 days)
<ul style="list-style-type: none"> • Peaches: 2.9 pounds • Plums: 2.2 pounds

- **Super Moms and Dads are focused on family, especially the healthy eating habits of their kids**

- Yet even s/he is in a daily battle with unhealthy, kid taste preferences and the time needed to serve fresh, healthy options

Top Motivating Imagery



**Family Fun
Connecting
Happy**



**Beach Fun
Summer Freedom
Healthy**



**Moments
Outdoors**



**Nurturing
Teaching
Playful**

Key Fruit Occasions

- Morning out the door (kids)
- Mid-morning tide me over
- Kid's lunch (packed lunch)
- Mid-afternoon pick me up
- Mid-afternoon tide me over
- Mid-afternoon off the bus (kids)

Key Situational Insights

- PPN are acceptable healthy snack alternative to kids due to sweetness
- Experience more active, on-the-go fun occasions with kids
- Super Moms and Dads tend to have fewer formal snack occasions with time to deal with mess of PPN

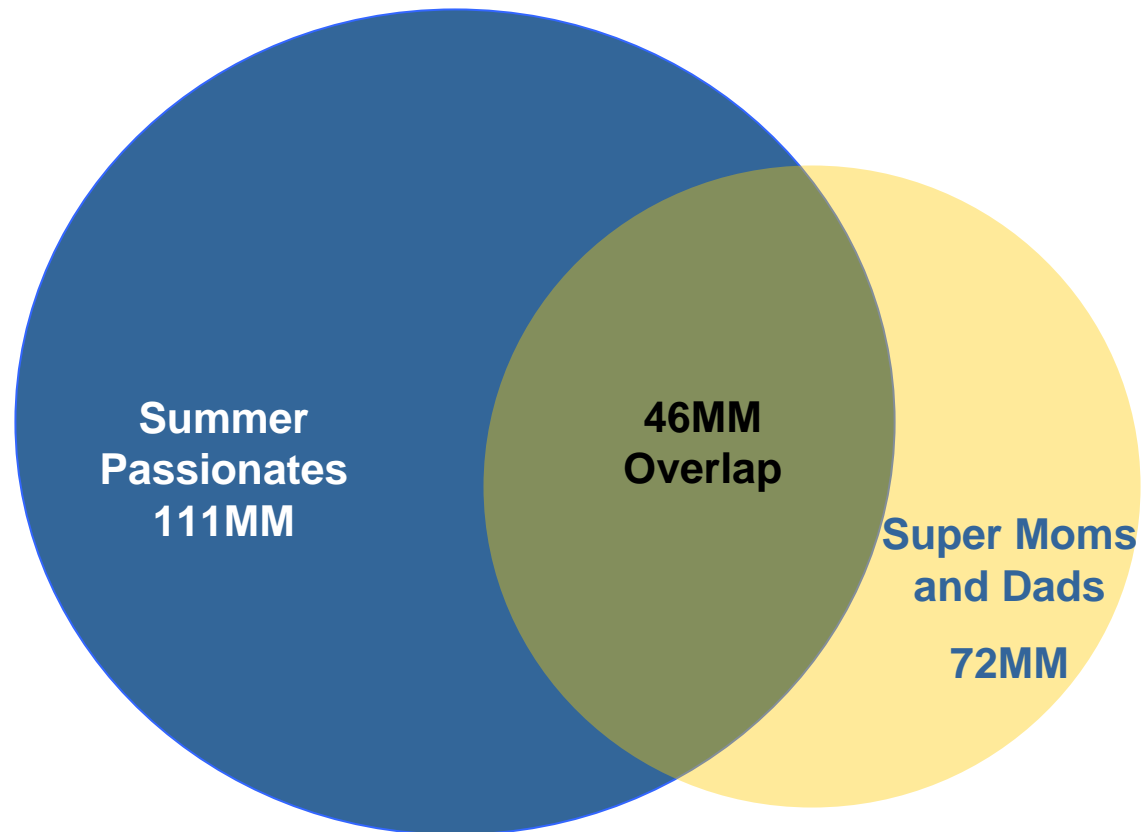
Compelling PPN Equities

- Sweet
- Refreshing and satisfying
- Healthy craving
- Handheld

Motivating PPN Benefits

- Delicious, healthy treat
- Summer fruits to look forward to
- Summer fun fruits
- Summer energy fruits

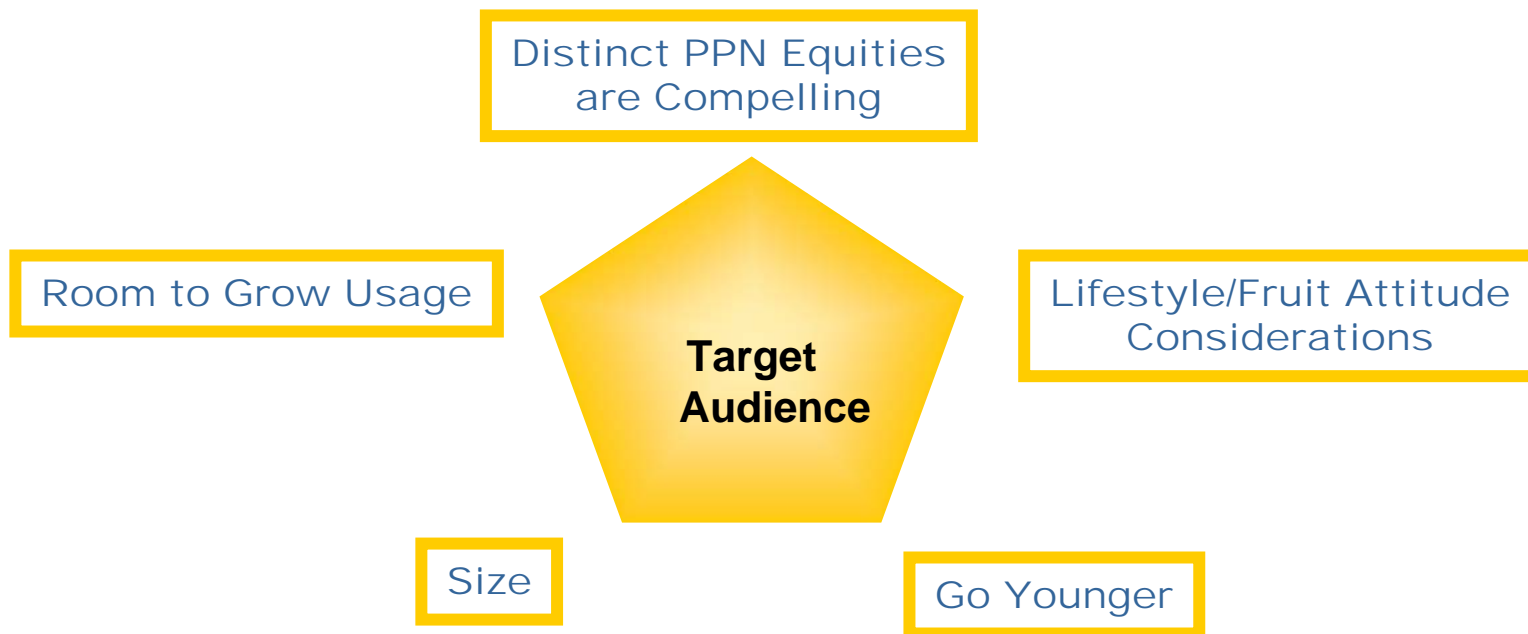
- **There are great synergies between our primary and secondary target, as 41% of Summer Passionates are also Super Moms and Dads**
 - Note that 64% of Super Moms and Dads are Summer Passionates



A close-up photograph of a bowl filled with fresh fruit. The bowl contains several peaches with a mix of red and yellow-orange skin, several dark purple plums, and a few bright red cherries. A single green leaf is tucked among the peaches in the foreground. The text "Target Audience Prioritization Criteria" is overlaid in white, centered on the image.

Target Audience Prioritization Criteria

- Evaluated target audiences through various lenses in prioritizing



- **Summer Passionates and Super Moms and Dads enable PPN to go younger, have fruit drivers that fit distinct PPN equities, and exhibit room to grow based on desire and need to integrate more healthy, fresh solutions into their lives**
 - While room to grow is highest for Generation Starbucks, lifestyle hurdles make them a daunting challenge (will discuss more next slide)
 - More Light Lifestyles consumers use peaches and plums already and present high nutrition messaging hurdles to creating PPN differentiation
- **Summer Passionates especially allow PPN to target a large, yet focused target**

Target Prioritization Considerations

Target	Size	Go Younger (Core Age)	Key Fruit Drivers Fit Distinct PPN Equities	Room to Grow (MRI PP Usage Indices)
Summer Passionates	53%	25–54	<ul style="list-style-type: none"> • Keep fun going • Summer experiential • Refresh pre-/post-exertion • Transition pick me up/tide me over 	113
Super Mom and Dad	34%	25–44	<ul style="list-style-type: none"> • Healthy alternatives to sweets for kids • Fit into on-the-go fun • Transition pick me up/tide me over 	120
Light Lifestyles	45%	35–54	<ul style="list-style-type: none"> • Health claims • Transition pick me up/tide me over 	129
Generation Starbucks	31%	21–34	<ul style="list-style-type: none"> • Be everywhere I have a need • Refresh pre-/post-exertion • Transition pick me up/tide me over 	96

- **Generation Starbucks does not grocery shop nearly enough and requires a daunting mix of distribution channels to fit their everyday needs**
- **Light Lifestyles already tend to be heavy users of fresh fruits and would be most motivated by health claims—the PPN industry is not pursuing claims in near future**

Lifestyle/Fruit Attitudes Considerations

Summer Passionates	<ul style="list-style-type: none"> ▪ Always trying to get more summer enjoyment in day <ul style="list-style-type: none"> – PPN fit well into their summertime activities
Super Mom and Dad	<ul style="list-style-type: none"> ▪ Striving to fit more healthy habits into their and kids' daily lives
Light Lifestyles	<ul style="list-style-type: none"> ▪ Already heavy fresh category users and require a higher level of nutrition and health-claim information
Generation Starbucks	<ul style="list-style-type: none"> ▪ Emerging households that don't grocery shop often ▪ High maintenance—their highly unstructured lives require distribution everywhere a need occurs ▪ Not as focused on healthy solutions as they are still in the “invincible” stage of life

Biggest Pros and Cons

Target Audience	Pros	Cons
Summer Passionates	<ul style="list-style-type: none"> Represent the most households Attitudes aligned with highly compelling summer attributes of PPN Accomplish “go younger” objective PPN fit into their on-the-go fun occasions 	<ul style="list-style-type: none"> Currently no direct question that defines in MRI
Super Mom and Dad	<ul style="list-style-type: none"> Parents seek to ingrain healthy habits early Allows PPN to catch consumers early for lifetime of usage Biggest household size 	<ul style="list-style-type: none"> Plums a tough sell with kids (tartness) Possibly most price-constrained (but willing to make tradeoff for healthy habits)
Light Lifestyles	<ul style="list-style-type: none"> Already integrated “fresh” into their lives 	<ul style="list-style-type: none"> High nutrition proof hurdles to differentiate versus other fruits PPN equities not as compelling
Generation Starbucks	<ul style="list-style-type: none"> Most room to grow 	<ul style="list-style-type: none"> High maintenance Huge distribution challenges Fresh and healthy not high on radar

- Looking at Summer Passionates and Super Moms and Dads, there are two potential targeting options we should decide between

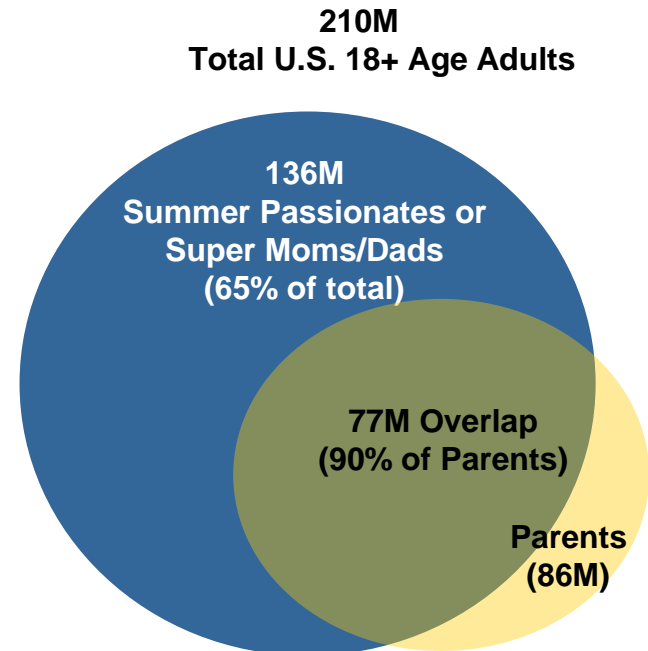
Focus on Summer Passionates



Rationale

- Large, attitudinally focused target
- Single-target focus
- Less expensive due to single focus
- Still gets you a significant number of parents (50M, 58% of parents)

Summer Passionate Primary, Super Moms/Dads Secondary



Rationale

- Broaden overall target size and % of parents

A close-up photograph of three ripe peaches in a white ceramic bowl. The peaches are a mix of red and yellow-orange, with some green leaves tucked behind them. The text "Opportunity Spaces" is overlaid in the center in a white, sans-serif font.

Opportunity Spaces

- Opportunity spaces tie to compelling and differentiated benefit areas and should be grounded in consumer, competitive, and PPN insights

Consumer

Competition



- Goal is to review and build upon nine potential brand platforms with the goal of taking a maximum of five to six platforms into the Creative Juices™ Session

Burst of Fun



Simple Pleasures



Delicious Handful of...



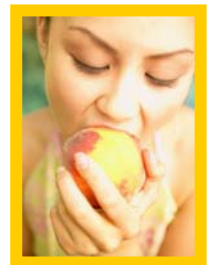
Renew Myself



Sweet Anticipation



Double Quench



Empowered Eating



Passionate Pursuits



Versatile Fruits



The joy, spontaneity, and fun of summer wherever you go

Rationale

- Aspirational, summer fun, break from routine
- Leverages unique burst of juicy sweetness
- Fits consumers' use of PPN for on-the-go fun
- Allows PPN to take ownership of the best of summer
- "Summer fun fruits" a top-voted description

Challenges

- Can this be time-crunched relevant?

Active,
summer fun



Spontaneous



Carefree



Outdoors

Juicy burst

A momentary pause to refocus, revive and move forward in my day with renewed energy

Rationale

- Grounded in daily, high frequency transitional situations
- Fits calming and energizing PPN benefit
- Leverages PPN’s unique refreshing and satisfying snack equities
 - “It’s like a beverage in a snack”
- Leverages PPN multi-sensory experience
- Has mid-morning to mid-evening relevance
- Stretches PPN to morning usage

Challenges

- May not help with current low breakfast usage indexing



A sweet treat you can feel good about anytime

Rationale

- Leverages and extends current afternoon treat associations and usage
- PPNs are satisfying, light, and healthy
- A sweet, healthy treat embraceable within growing obesity consciousness
- “Conscious eating” a growing term in everyday consumer lexicon
- While functional, “delicious treat you can feel good about” a top-voted motivator

Challenges

- While fits powerful societal direction, relies on “treat” ownability versus other fruits
- Strawberries also a healthy sweet treat, but handheld form puts PPN in play in more situations

Stay in control



Conscious eating



Healthy cravings



Satisfying



Sweet

Healthy habits early

Moments of simple contentment within my day to reward myself

Rationale

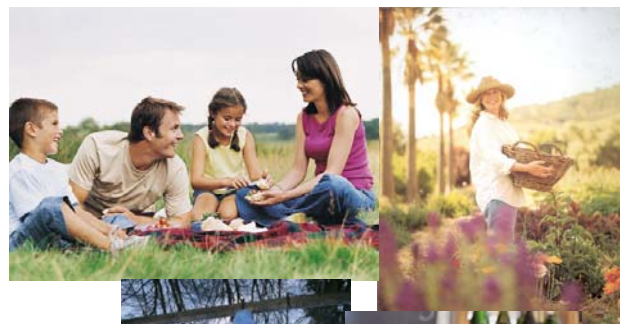
- Aspirational to carve out a little time for self/family
- Fits the way many use PPN today—within occasions on their own time or on a break at work (versus multitasking)
- Leverages distinct multisensory and tangy-sweet flavor of PPN

Challenges

- Does this encourage people to continue not using in everyday, on-the-go/multitasking occasions?

Reward

Time for self/family



Oasis



Easy, but thoughtful

Relaxation



Multi-sensory

Delightful taste

A distinct, multisensory experience I can look forward to

Rationale

- Take credit for distinctly multisensory, multitextural PPN experience
- Fits daily consumer driver—always want something to look forward to in day
- “Summer fruits you look forward to” a top-voted motivator

Challenges

- Does this encourage daily use?

Rediscovery

Summer's here!

Summer exotic

Fresh experience

Aroma

Never boring

Beauty

Multitextural

Tangy Outside, Sweet Payoff Inside



Live summer to the fullest

Rationale

- Positions PPN as active quench fruit
- Enjoy the PPN you love while replenishing self for more of your favorite activities
- Leverages and extends distinctive quench and satisfy equities
- “Summertime energy fruits” a top-voted motivator

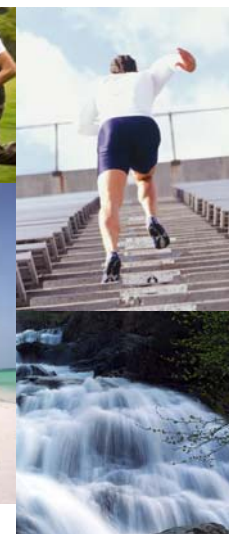
Challenges

- Does this encourage daily use?
- Oranges are closest—require peeling, which makes them less appealing for on-the-go activities and pre-/post-exertion

Invigorate



Replenish



Refreshing reward



Pre/Post-exertion

Active energy fruits

Quenching

A perfect portion that fits in your hand
and any snack occasion PLUS...

Rationale

- Portion control a big, growing part of health-influencer eating recommendations
- Pairing up a unique PPN equity with “handful” sets it directly against apples, a great source of volume and a fruit that consumers are bored with
- Encourages daily, on-the-go use

Challenges

- Fairly functional and only part of a positioning

Portion Control



PPNs quench my thirst and my hunger...
it's great for all my summertime activities

Rationale

- Goes right at most distinct PPN equities
- Refresh and satisfy was, by far, the most motivating benefit area for consumers
- Fits well into summertime activities and daily transitional situations (mid-morning, mid-afternoon, etc.)

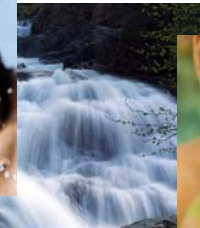
Challenges

- Other fruits can say refreshing or satisfying, but none can say both as well as PPN

Refreshing



Sustaining Satisfy
hunger



Quenching

Juicy

Meaty/Fibrous

I want flexible experiences that fit into my active day

Rationale

- Leverages PPN's diversity of...
 - Taste
 - Texture
 - Applications
 - Dualistic benefits
 - Refresh and satisfy
 - Light, yet satisfying
 - Eating preferences (Leaners, etc.)
 - For me and for my family (situational)
 - Could lead to leveraging varieties in long run
 - Encourages recipe integration
 - Consumers seek versatile options in their active day
- ## Challenges
- Are we saying PPNs are all things to all people?
 - PPN not currently an option that is versatile in terms of daily on-the-go and multi-task situations
 - Sliced offerings may get us there in the future

Family

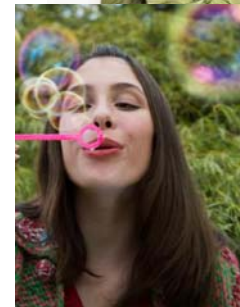


Recipes
or as-is

For me



Snack you
can drink



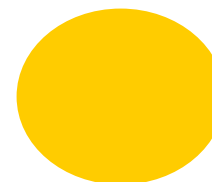
Texture variety



Taste variety

- **Representation from functional to emotional spaces**
- **Links to strong consumer need**
- **Leverages PPN equities**
- **Competitively differentiated**
- **Represent distinct (from each other) spaces**

5 VOTES APIECE!



A blue ceramic bowl filled with several bright green apples, with one apple in the foreground. The text "Moving Forward" is overlaid in white.

Moving Forward

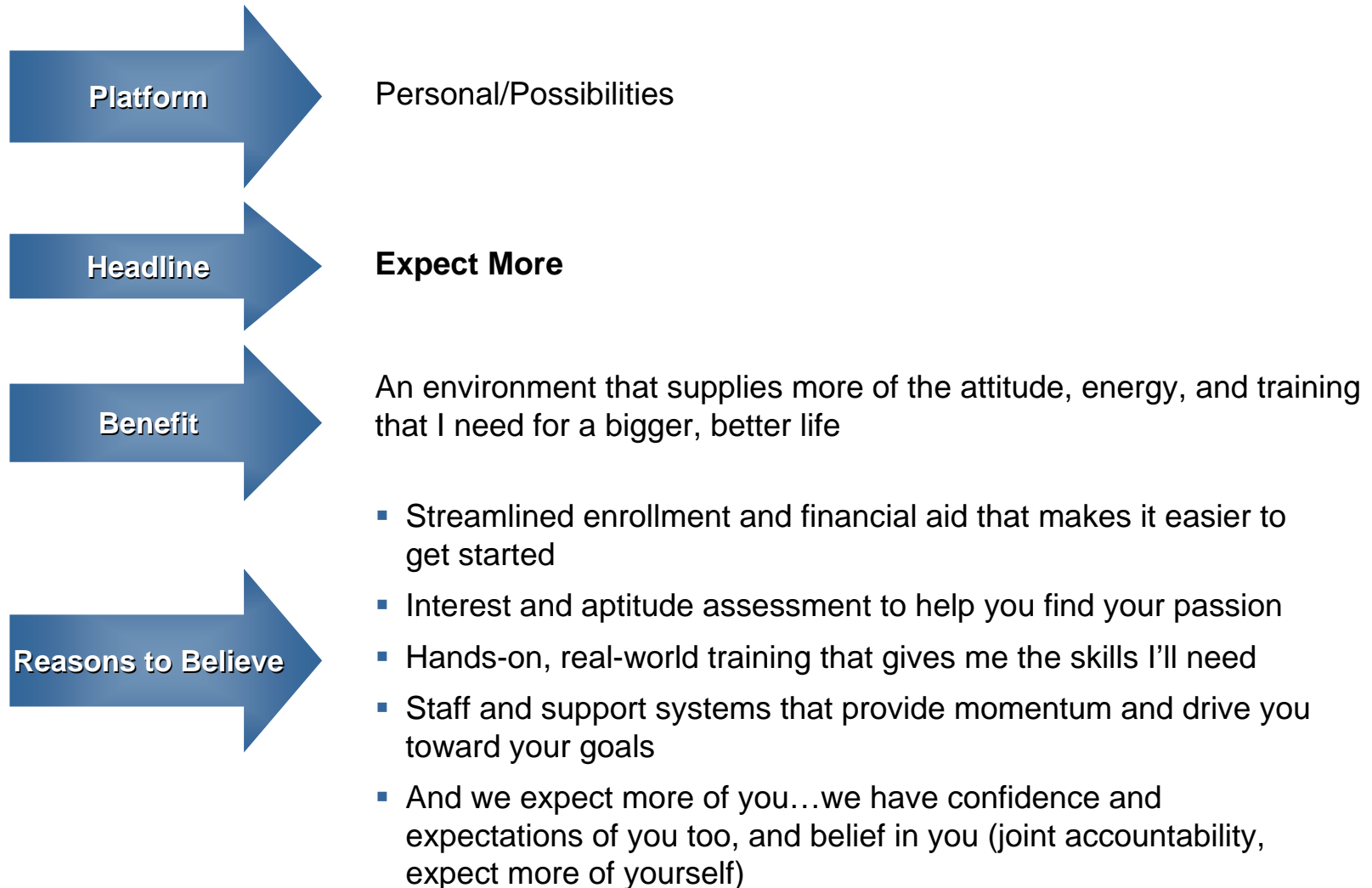
- **Confirm target audience choice**
- **Confirm opportunity space choices**
- **SRG**
 - Prepare ideation guide and stimuli for Boulder Think Tank™
 - Invitations to outside Think Tank participants
- **Confirm CTFA/MJR Participation**
- **Schedule dates/city for validation research**

Innovation Session and Distillation – *Boulder March 16 and 17*

- **A day and a half devoted to exploring potential positioning ideas and selecting the most promising ideas for further development**
 - Day One (Ideation):
 - A series of strategically grounded, creative exercises to generate a large bank of ideas regarding PPN
 - Participants include CTFA staff members, SRG teams, and Think Tank members
 - Output of the innovation session is generally hundreds of raw ideas
 - Day Two (Distillation):
 - In a half-day work session, the SRG and CTFA core team will work together to distill the ideas generated from the ideation according to a set of screening criteria
 - The list of ideas will be narrowed to the most promising positioning refinement ideas

Concept Workshop and Concept Development

- **The SRG team will organize each of the eight to ten positioning refinement ideas into a disciplined outline**
- **Via conference call, the SRG and CTFA team will refine, enhance, and narrow the ideas to the four to six most promising**
- **The SRG team will then bring each idea to life as narrative trigger concepts to test with consumers**



Expect More

We all want to believe that options exist for a bigger, better life. You can make that hope a reality at X College, the school that does more to help you change course in life to create new opportunities for yourself.

At X College, you'll find an environment that supplies more of the support, training and energy required to move forward. Our streamlined enrollment and financial aid process breaks down the traditional barriers that can make getting started difficult. Early in the Admissions process, you'll create your own personal map that identifies your goals and the steps required to get there. And most importantly, X College leads the field in offering hands on, real world training that gives you the skills to help you launch your career with more impact.

X College.
Discover what's possible.

A close-up photograph of several ripe peaches in a dark brown bowl. The peaches have a mix of red and yellow-orange skin. One peach in the foreground is sliced open, revealing a large, dark brown, textured pit. The background is softly blurred, showing more peaches and a warm, yellowish light.

Thank You

A photograph of a ceramic bowl filled with dark purple plums. The bowl has a white base with a pinkish-red horizontal band. The plums are dark purple with a slight sheen and some have small green stems. The word "Appendix" is written in white, sans-serif font across the middle of the bowl. In the foreground, two more plums are visible, slightly out of focus.

Appendix

Demographics

- Male/Female: 45/55%
 - U.S.: 48/52
- Age 40+: 62%
 - 18–24: 88 Index
 - 25–34: 92 Index
 - 35–44: 95 Index
 - 45–54: 106 Index
 - 55–64: 111 Index
 - 65+: 115 Index
- Median HHI: \$58,000
 - U.S.: \$51,000
- Some college+: 53%
 - 104 Index
- Regional propensity
 - Northeast: 114 Index
 - West: 100 Index

Demographics (continued)

- Suburban: 51%
 - 105 Index
- Married: 61%
 - 108 Index
- No children in HH: 59%
 - 100 Index
- Anglo: 84%
 - 100 Index

Psychographics/Activities

- Check ingredients and nutritional content of food products before purchasing (119 Index)
- Believe being in tune with nature is important (107 Index)
- Like trying new things (104 Index)
- Walk for exercise (114 Index)

Note: Data is based on peach and plum users only. Nectarines are not in MRI

Combined Benefit Trigger Tallies

Benefit Trigger Letter	Generation Starbucks	Light Lifestyles	Summer Enthusiasts	Super Moms and Dads	Total	#1 and #2 Votes
a) The fruits that quench your thirst and satisfy your hunger at the same time	5	9	11	6	31	22
b) The colorful fruits that grab your attention	2	3	1	2	8	3
c) The fruits that rejuvenate you	6	3	5	6	20	8
d) The summer fun fruits	3	5	8	8	24	10
e) Craveably healthy fruits	4	5	3	4	16	6
f) A delicious treat you can feel good about	5	7	10	9	31	15
g) An everyday reward	1	4	1	0	6	2
H) The sophisticated fruits	0	1	0	0	1	0
i) Permissible treats for the whole family	1	2	2	5	10	5
j) An experience you enjoy discovering again and again	0	1	1	1	3	1
k) Summertime energy fruits	7	5	8	8	28	12
l) Indulgent treat fruits	1	1	0	0	2	1
m) A delicious handful of goodness	1	5	3	3	12	3
n) Fruits that satisfy your discerning tastes	2	0	1	1	4	0
o) Provide a little pick-me-up when you need it most	9	2	5	2	18	7
p) A sweet flavor that gives you pleasure	5	11	4	6	26	10

Combined Benefit Trigger Tallies (continued)

Benefit Trigger Letter	Generation Starbucks	Light Lifestyles	Summer Enthusiasts	Super Moms and Dads	Total	#1 and #2 Votes
q) Fruits that provide a little taste adventure	3	0	1	1	5	1
r) The sweet fruit with a little bit of bite	2	3	0	1	6	3
s) Beauty and flavor come together	3	4	0	4	11	4
t) The fruits that bring your senses to life	3	6	4	0	13	5
u) A deliciously spontaneous experience	1	1	0	2	4	0
v) Big enough to satisfy you, small enough to be a snack	6	5	4	6	21	3
w) Fruits that provide a vibrant, enlivening experience	3	0	0	1	4	2
y) The summer fruits you look forward to	3	1	5	4	13	5
z) The fruits that leave you feeling satisfied and refreshed	0	4	2	3	9	7
aa) Versatile fruits for your versatile lifestyle	2	1	1	0	4	2
bb) The fruits that provide sweet anticipation	0	1	0	0	1	0
cc) Active tastes for your active lifestyle	2	0	2	3	7	1
dd) Calming to eat, energy to move forward	1	1	2	0	4	2
ee) The fruits that satisfy your hunger for exciting taste	0	1	0	1	2	0
WRITE IN OPTION	0	1	4	1	6	0
*Numbers represent votes for each trigger (not the actual rank)						

■ Used in Newark only

Totals – Image Bank Tallies

Image Letter	Totals Across Fruit			Totals	Image Letter	Totals Across Target				Totals (73)
	Peach	Plum	Nectarine			Generation Starbucks (17 total)	Light Lifestyles (19 total)	Summer Enthusiasts (18 total)	Super Moms and Dads (19 total)	
G	30	13	16	59	G	14	9	18	32	73
A	20	13	16	49	A	10	11	19	19	59
C	13	16	12	41	C	7	11	16	14	48
E	8	7	12	27	EE	6	6	12	8	32
EE	12	4	10	26	E	4	13	7	7	31
M	7	12	5	24	M	7	9	4	11	31
P	11	4	9	24	P	7	10	6	8	31
D	6	5	11	22	D	7	11	7	4	29
B	3	14	2	19	B	7	6	6	7	26

