CONSUMER-DRIVEN CONCEPT DEVELOPMENT: THE CASE OF PROTEIN ENRICHED FOOD

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FOOD (PROTEIN) FOR THOUGHT

- Is eating *(protein enriched food)* for health and wellness an elusive goal?
- How can *consumer co-creation* fuel design and development of protein enriched foods?
Innovation R&D often consider themselves visionaries that can come up with a brilliant product market-ready ideas poised for success, often implementing them without involving the end-user who is supposed to use these solutions.

Consumer-driven concept development and co-creation emphasizes that the user is to be involved from the beginning.

(Füller et al, 2011; Hoyer et al, 2010; Potts et al., 2008; Von Hippel, 2005)
PROTEIN TODAY

Newly launched food and drink products claiming to be rich in protein (EU)

(MINTEL, 2016)
Do consumers understand the difference between...

- Naturally/inherently rich in protein
- Scientifically increased protein
CLAIM BOMBARDMENT & CHOICE OVERLOAD

Protein (nutrition) claims on newly launched products in Europe:

- Source of protein
- High protein
- Increased protein \(^{\text{(European commission, 2016)}}\)
- + Protein
- Rich in protein
- X% more protein
- X times more protein than traditional (conventional)
- X% protein
- X gr protein per serving /product
- X% of energy comes from protein
- X gr protein per 100 gr
- X% high protein
- High protein content
- High in Plant Protein
- 2 times good quality protein
- Enriched with protein
- Fortified with protein
- Contains minimum 45 % protein and maximum 25 % carbs
- A protein bomb

(Mintel, 2016)
MIXED MESSAGES DO NOT HELP

A high-protein diet induces sustained reductions in appetite, ad libitum caloric intake, and body weight despite compensatory changes in diurnal plasma leptin and ghrelin concentrations.

4 Types Of People Who Should Be On A High-Protein Diet

Harvard Health Publications

April 7, 2015

Food for thought: Master protein enhances learning and memory

Salk scientists discover a single protein that energizes both muscles and the brain

LA JOLLA—Just as some people seem built to run marathons and have an easier time going for miles without tiring, others are born with a knack for memorizing things, from times tables to trivia facts. These two skills—running and memorizing—are not so different as it turns out.

High-Protein Diet for Weight Loss

Going on a high-protein diet may help you tame your hunger, which could help you lose weight.

IN THIS ARTICLE

The Best Protein Sources

Carbs and Fats

Extra protein is a decent dietary choice, but don’t overdo it

Posted May 01, 2013, 3:14 PM
Heidi Goodman, Executive Editor, Harvard Health Letter

Diet-wise, I was good yesterday. I had a scrambled egg with salsa for breakfast; spinach salad with grilled chicken for lunch; a handful of almonds for a snack; a small piece of salmon, broccoli, and brown rice for dinner; and fruit for dessert.

I say “good” because I like to limit my carbohydrates.
EATING FOR HEALTH & WELLNESS CAN BE AN ELUSIVE GOAL

Consumer is likely to ignore a product unless you can make it to....

- Feels familiar
  (Gigerenzer & Gaissmaier, 2011)
- Feels true
  (Oppenheimer, 2005)
- Feels good
  (Stepper & Strack, 1993)
- Feels effortless
  (Gigerenzer & Goldstein, 1996)

Stand out in a crowd: Cognitive ease

(Kahneman, 2003)
CONSUMERS & CO-CREATION

- Tapping into the same areas of the cognitive thought that drive responses that are less rational but more intuitive that guide everyday decisions... (Kahneman, 2003; Gigerenzer & Goldstein, 1996)

- Creative techniques (Amabile, 1983; Couger, 1990; Higgins, 1996; Osterwalder & Pigneur, 2010; De Bono, 2010)

  Right tools
  - Empathy map
  - Storyboarding
  - Brainstorming

  Right consumers
  - domain-relevant skills
  - creativity-relevant skills
  - task motivation

RIGHT TOOLS RIGHT CON轻UMERS
CONSUMER-DRIVEN CONCEPT DEVELOPMENT

Consumer as resource (ideation)
- General knowledge
- Product carrier preferences
- Product relevance & concerns

Consumer as co-creator
- Design & development of product ideas

Expert
- Monitoring & control of design and development

Consumer as user
- Product testing & support

(Banovic et al, 2016a; working paper)
CONSUMER AS RESOURCE & CO-CREATOR

Eight focus groups: four European countries (i.e. Denmark, Finland, Germany & Romania); general population & elderly (N=52)

Objectives:

- **Consumer as resource**: assess knowledge on protein enriched foods in particular (plant vs animal protein enriched foods)
- **Consumer as co-creator**: create new product ideas for food applications enriched with oat protein

Expert survey: three European countries (N=21)

(Banovic et al., 2016a,b; working papers)
Why would somebody use or avoid to use protein enriched foods?

- preference for conventional products
- higher amounts of protein seen to have harmful consequences on health
- benefits of the protein enriched foods linked to the overall feeling of health and wellness

(Eating a variety of proteins would be healthier than need to add protein to something to compensate)

(Banovic et al., 2016a; working paper)
‘PLANT PROTEIN HEALTHIER THAN ANIMAL PROTEIN’

Examples of protein carriers

- could not distinguish between foods naturally high in protein and protein enriched foods
- preference for plant protein enrichment

(Banovic et al., 2016a; working paper)
‘I WOULD CHOOSE CEREAL. IT WOULD BE SOMEHOW EASIER AND MORE NATURAL’

Would you prefer products supplemented with the protein from legumes or from cereals?

- lack of trust
- unethical production
- bad taste
- unhealthy, i.e. allergies

vs

- taste
- habit
- sustainable production
- more natural

(Banovic et al., 2016a; working paper)
‘PASTA WITH EXTRA PROTEIN WOULD NOT BE SO DIFFERENT FROM FULL GRAIN PASTA’

Preferred carriers for oat enrichment

- closeness to the conventional products and oat-carrier compatibility

(Banovic et al., 2016a; working paper)
CONSUMER AS CO-CREATOR

- **Creative task:** Pies map (Banovic et al, 2016b) & Storyboarding (De Bono, 2010; Osterwalder & Pigneur, 2010; Garfield et al., 2001; Couger, 1990; Amabile, 1983)

- **User profiles:**
  - **Health & environment:** practices that will lead to a ‘healthier living’
  - **Wellness:** making choices toward a healthier lifestyle & weight management
  - **Protein deficient:** lack of proteins in the diet (e.g. vegetarians)

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(Banovic et al., 2016b; working paper)
Protein deficient

Wellness

Health & environment

(Banovic et al., 2016b; working paper)
STORYBOARDING: ‘NO IDEA IS TOO RIDICULOUS’

- 24 workable product ideas created

One short description of the created idea:

**OAT PLUS**
- Light and healthy option, easy to keep, and to include as part of the daily routines. Suitable for the entire family. Label information is clearly marked on the package.
- (description of the intrinsic and extrinsic cues omitted)

(Banovic et al., 2016b; working paper)
EXPERT: FEASIBILITY OF THE CREATED PRODUCT IDEAS

- Overall assessment of the product idea(s)
  - attractiveness; uniqueness; technical complexity, etc.

- Technical & commercial feasibility of using different plant proteins

- Potential improvement of the product idea(s)
  - change of ingredient, carrier, etc.

(Banovic et al., 2016b; working paper)
WHAT DID WE LEARN?
CREATING SUPERCHARGING FOODS WITH EXTRA NUTRITION

New Protein enriched food

Needs to feel familiar
- Closer to conventional products used in everyday diet
- Carrier type – protein compatibility essential

Needs to feel true
- Clear label display & trustworthy information

Needs to feel effortless (‘Less is more, more is less’)
- Less information & clutter on the product packaging

Needs to feel good
- Associations to overall health & wellness
HOW TO DEVELOP AND MARKET IDEAS AND EXPERIENCES RATHER THAN PRODUCTS?

- Awareness of diet and health & wellness relationship is at an all-time high

- Consumer-driven concept development good way to reveal what matters to consumers
  - Involving consumers and tapping into their creativity, new ideas can be build with the power to spread
  - Always with cooperation of R&D
  - Using right consumers & right tools

(Banovic et al., 2016)
THANK YOU FOR YOUR ATTENTION