

DELTA BAR · Consumer Report

DISCOVERY CAMPAIGN · CLIENT · MONTH YYYY

Of X discovery bags distributed, X questionnaires were completed (participation rate of X %).

X %

were unaware of the product.

X %

would definitely purchase the product

X %

Interested in the product.

X %

rate the product as superior to competing products

X %

cite taste as the main purchasing factor

X %

Plan to make ≥ 4 purchases / year

POST-CAMPAIGN ENGAGEMENT

X visits to the brand website

X consumers searched for where to buy the product

*Applicable only to campaigns carried out outside of points of sale.

Respondent profile

BREAKDOWN BY GENDER



KEY HIGHLIGHT

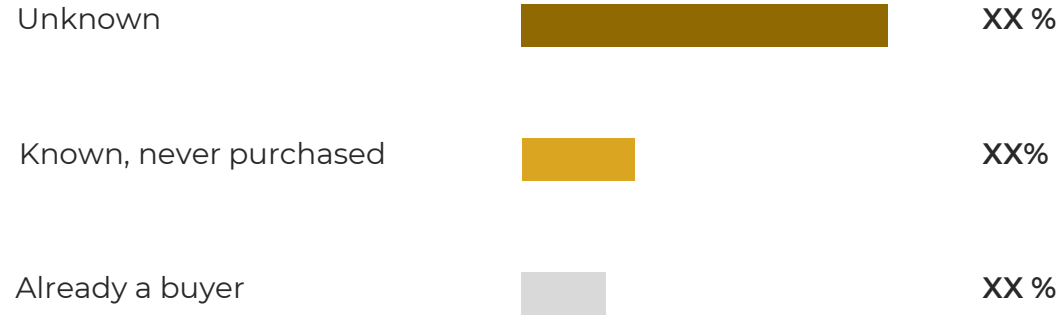
The respondent profile is primarily composed of women aged 35–44.

BREAKDOWN BY AGE



Awareness and purchase intent

AWARENESS BEFORE TRIAL



PURCHASE INTENT



BRAND DISCOVERY

XX % of respondents had never purchased the product before

PURCHASE INTENT

XX % of respondents would consider purchasing the product

Purchase factors and frequency

PURCHASE FACTORS



EXPECTED ANNUAL PURCHASE FREQUENCY



Taste is the main purchase factor, followed by price and ingredients.

XX %

Of respondents plan to make at least 4 purchases per year

Positioning and engagement

COMPARISON WITH COMPETITORS



POST-CAMPAIGN ENGAGEMENT



X % consider [product name] comparable to or better than competing products.

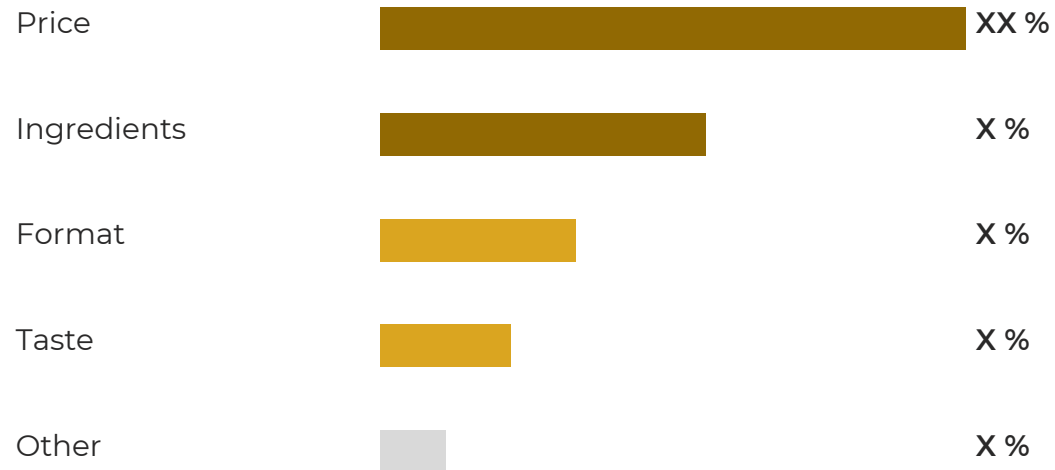
BRAND INTERACTIONS

X % of respondents visited the brand website and X% viewed the points of sale associated with the product.

Barriers to purchase

BARRIERS IDENTIFIED

Main barriers identified among respondents who do not intend to purchase the product.



Among respondents who do not plan to purchase the product, price is the main barrier identified.

The percentages shown are calculated only among respondents who indicated they do not plan to purchase the product.

KEY INSIGHT

XX % of non-buyers cite price as the main barrier to purchase.

Summary & recommendations

X

×

X

=

potential new customers

average annual purchases

XXX*

Estimated potential: XXX new purchases per year

Of the X respondents, X indicated they would consider purchasing the product. After excluding respondents who were already buyers, the campaign generated X potential new consumers. Applying the average annual purchase frequency reported (X purchases per year), this represents an estimated potential of X additional purchases per year.

This estimate is based on the purchase intentions and purchase frequency reported by respondents.

OZWAY RECOMMENDATION

Personalized recommendation based on the results of the campaign.