



OPTIMIZE



SIVO INSIGHTS

CASE STUDY

General Mills, LÄRABAR Bites *Leveraging Brand Equity into Incremental Sales*

CHALLENGE

General Mills sought to broaden the reach of one of its recently acquired natural and organic brands by launching a new product, **LÄRABAR Bites**, under the **LÄRABAR** umbrella. But which aisle placement, package format and design would best accomplish the objective of disrupting at shelf to introduce a new form and eating occasion? The optimal package would leverage current brand equity without alienating core users while also breaking through to a new segment still not familiar with the brand.

APPROACH

SIVO Insights tested two package formats on shelf at three major grocery retail chains. To reduce research bias and deepen insights, SIVO Insights conducted interviews with both pre-recruited and intercepted consumers who bridged mainstream and natural shopping mindsets. Consumers interacted with each package format in several aisle placements at different times of day. This rigorous methodology was designed to uncover the overt and subconscious consumer drivers, motivations and biases that would shape each package format's shopability and predict the likelihood of product success.

RESULTS

SIVO Insights found that a multi-serve pouch better disrupted at shelf and conveyed new, non-bar eating occasions to both loyalists and consumers unfamiliar with the brand. In fact, tests showed that an alternative format confused, even mildly annoyed, consumers and held the potential to impede launch success. The LÄRABAR Team integrated several SIVO Insights design and product placement recommendations and in 2016 successfully launched **LÄRABAR Bites**.