

Bottom Line: The Pure Pomegranate Ice Cream concept has high appeal for consumers. Positioning should primarily focus on the flavor of the ice cream and its “pure” naturalness with the presence of twice the antioxidants as an important secondary benefit. The ice cream’s production method should be sufficiently described (as in the “Pure” concept) to increase believability. The name should include the word “cream” but with a modifier such as “vanilla beans” “pomegranate” or “velvet” to highlight natural/healthy or texture.

Summary of Findings:

Overall, the pure pomegranate ice cream concept is highly appealing and has high purchase intent.

- *“The description makes me want to go out and buy it. It sounds rich and delicious and has those great antioxidants that we want!! A treat with a health benefit – sounds good to me!”*
- *“The rich and smooth description gets me and makes me want to try it.”*
- *“The velvety look of the product screams top level quality. The color of the product is different which makes it very enticing, not the same old thing. I don’t believe I have ever had these ingredients in my ice cream so I would be interested in trying it. The color is what is really interesting.”*

Although both positionings are appealing, “Pure” is preferred and is considered unique.

Individual Concept Variation Ratings (Top Two Box) (n=137)	“Pure”	“Magenta”
Purchase Intent	75%	72%
Overall Appeal	71%	69%
Uniqueness	81%	72%
Most Appealing	58%	42%

The concept of “pure” should be included in the positioning, but in a way that is integrated into the concept itself.

- The initial statement of concept L - “Pure pleasure. Pure passion. Pure emotion – meet your match” was the lowest rated aspect of either position. However as the table on page 4 illustrates, the highest rated aspects all focus on functional benefits of flavor and antioxidants. This statement does not explicitly state a benefit, but some find it very appealing as a “set up” to the concept as a whole.

- *"The first sentence, "Pure pleasure. Pure passion, Pure emotion." Using the word pure is very exciting. The other three tag words are all sensual words that captivate! VERY SEXY!"*
- *"Very unique, bold statement. Ice cream has never been presented in this fashion."*
- Others, however, say the initial statement is overdone.
 - *"I don't like the use of the words that sound extreme: 'pure passion', 'emotion,' etc. Just because something is not overly processed, doesn't mean that it is "untouched" in some sense.*
 - *"The beginning 'Pure pleasure. Pure passion. Pure emotion...' I'm sorry this sounds like the lead in to some 2nd rate movie."*
- Mentions of "pure" that are more related to the ice cream's flavor and benefits do help to establish the product as natural and unusual.
 - *"The idea of pure is appealing; the idea of more antioxidants sounds healthier."*
 - *"The word "pure" gives me the impression of natural and it's not manmade and it's full of great natural ingredients."*

The concept name should incorporate the word "red" with a modifier that highlights naturalness/ingredients (e.g., "vanilla beans," "pomegranate") or smooth texture (e.g. "Velvet").

- "Pure pomegranate ice cream" is highly appealing for both concepts (and the most appealing name for the "Pure" concept).
- Names that modify "pure" to highlight ingredients ("pomegranate"), shade ("rich") or texture ("velvet") have significantly higher appeal than "red" alone.

Best Name for Concept (Top Mentions + Red Ice Cream)	"Pure"	"Magenta"
Pure Pomegranate Ice Cream	25%	14%
Red Velvet Ice Cream	24%	16%
Rich Red Ice Cream	11%	7%
Magenta Ice Cream	6%	26%
Crimson Ice Cream	13%	4%
Red Ice Cream	0%	5%

*Pure Concept – selected concept as preferred, n=79

*Magenta Concept – selected concept as preferred, n=58

The word "Magenta" should be avoided. Similar to focus group findings, respondents in this study associate the word "Magenta" with fruit or wine.

- *"Magenta sounds too wine-like... 'subtle notes and complexities' gets too wine-like again...sounds like you have to be a certain caliber to eat this ice cream."*
- *"I'm afraid that the Magenta shade/color implies fruit, so I'm going to have to convince myself that it IS ice cream in its purest form."*

Positioning should focus on the additional antioxidants as this is highly appealing. Three of the highest rated concept aspects are related to the presence of antioxidants. Because the ice cream is “pure” it is expected to be healthier. ‘Twice the antioxidants’ validates this impression.

- *“I love the fact that it’s the pure form of ice cream. These kinds of ‘back to the root of things’ ideas are always really wonderful to experience and enjoy.”*
- *“I like the concept of pure everything because that to me means unprocessed and natural. I also like the idea of life giving antioxidants - the more the better.”*
- *“I like twice the antioxidants (can eat it without guilt). I like full bodied taste and not overly sweet.”*
- *I like the fact that the process makes the ice cream healthier (more antioxidants). Anything that gives me an even better excuse to enjoy ice cream is wonderful!*

Positioning should also build excitement in ice cream lovers by highlighting the process by which this ice cream is made. Respondents see this process as new and unique - it entices them to want to try the ice cream.

- *“The chance to taste a ice cream using a different process is extremely attractive to me.”*
- *“It appears to be a whole new method of becoming a finished ice cream. It also looks like it will have a unique taste.”*
- *“This is MUCH better than the other one (Concept R). A good explanation for the red color and the old traditional way of processing.”*

However, it will be important to give sufficient detail to elicit excitement but not confusion. Concept L, which gives more detail about the new process compared to the traditional process, is clearer and more enticing.

- *(Reacting to Concept R) “I want more details about using fresh cream – is it usually freeze dried? Processed in some other way? Give us more about their new technique, or I could wind up walking away thinking it's just another scheme.”*
- *(Reacting to Concept R) “Need more description about the “technique” - too vague”*

The final positioning should also highlight the flavor and texture of the ice cream. Statements related to flavor and texture are some of the highest rated concept aspects. The words “full-bodied,” “luscious,” and “smooth,” seem to be especially important.

- *“I love the full-bodied flavor idea prominent throughout.”*
- *“Some of the words like ‘unexpected,’ ‘luscious,’ ‘full-bodied’ - these words are appealing.”*
- *“Makes me think it will have a richer ice cream taste. Very smooth.”*

Appeal of Concept Positioning Aspects (Extremely/Very Appealing)	
Pure Concept – first exposure sample, n=70	
Magenta Concept – first exposure sample, n=67	
This new ice cream has a beautifully full bodied taste	84%
This new ice cream has twice the antioxidants of most ice cream but is not overly sweet	81%
It retains all the life-giving antioxidants nature gave it	79%
As an added benefit, this technique protects the good stuff (the anti-oxidants) so that there's even more than you find in most ice creams	76%
An unexpected full-bodied flavor	73%
A luscious, full-bodied flavor with subtle notes and complexities	69%
Discover a new kind of smooth, rich ice cream	66%
The pomegranate gives it a natural crimson color that declares the arrival of the next great ice cream experience	64%
A deep Magenta color that comes from pomegranate	60%
The only ice cream with pure, unprocessed pomegranate	57%
The deep Magenta color emerges from the pomegranate	57%
Their technique is truly unique and unlocks hidden secrets of pomegranate	55%
Inspired by an ancient way of harvesting pomegranate	54%
Introducing the ice cream of red pomegranate	51%
A bold departure from a hundred year old tradition of processing the pomegranate before adding it to ice cream	50%
A group of fine ice cream chefs recently developed a new method of ice cream-making	48%
Pure pleasure. Pure passion. Pure emotion - meet your match	27%

Concepts tested among the community

To date, Pure Pomegranate Ice cream is the most unique and appealing concept tested among the community

2007 Concepts Tested		Purchase Intent		Uniqueness
		Top Box	Top 2 Box	Mean
French Creme	Unbranded	26%	66%	3.2
	Branded	8%	43%	
Taste of Belgium	Unbranded	36%	70%	3.7
	Branded	18%	56%	
European Traditions				3.9
	Unbranded	32%	73%	
Velvet	Unbranded	22%	56%	3.0
	Branded	20%	52%	
Joy	Unbranded	23%	52%	2.9
	Branded	19%	48%	
Diego	Unbranded	18%	51%	3.5
	Branded	18%	42%	
Ice cream partners	Unbranded	21%	44%	3.7
	Branded	15%	38%	
	Unbranded (Consume Wine 1/mo+)	25%	58%	3.8
	Unbranded (Consume Wine + Ice cream 1/mo+)	40%	81%	3.9
Coffee and Ice cream Pairs	Unbranded	18%	40%	3.6
	Branded	10%	36%	
	Unbranded (Consume Wine 1/mo+)	25%	56%	3.6
	Unbranded (Consume Wine+Ice cream 1/mo+)	33%	71%	3.8
Pastry and Ice cream Pairs	Unbranded	4%	8%	3.8
	Branded	4%	9%	
	Unbranded (Consume Beer 1/mo+)	5%	13%	3.9
Pure Pomegranate Ice cream	Unbranded "Raw" Total Sample	40%	75%	4.2
	Unbranded "Raw" Sample A*	44%	79%	4.3
	Unbranded "Magenta" Total Sample	39%	72%	4.0
	Unbranded "Magenta" Sample B*	40%	79%	4.0

*Sample A was exposed to the "Pure" concept first while Sample B was exposed to the "Magenta" concept first. These ratings are devoid of context effect.

