



CHEWING GUM CONCEPT TEST

KEYSTONE CITY
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Given the nature of the work we do is confidential, this sample report has been edited to conceal any real data and findings. References to people, locations, products and brands have been modified.

This document has also been edited for length and only includes key slides. It is not a complete report, and does not include information about methodology, respondent criteria, conclusions and recommendations, or details that might have revealed anything particular to this study.

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CATEGORY DISCUSSION

The teenage respondents who attended these focus groups were asked to personify **Beech-Nut** and **Yucatan Gum**:

- **Beech-Nut** was generally described as a young male who was between 15 and 25 years old. This person was thought to be a “surfer dude” who talks like Crush the Turtle in the movie “Finding Nemo”. He likes all kinds of music and doesn’t go anywhere without his surfboard and guitar.
- Many of the females in these groups added that **Beech-Nut** was thought to be a “cool” brand because “all the older kids at school” chewed it, and it’s the brand their friends usually carried with them.
- Most of these teenagers suggested that **Yucatan Gum** was an older, foreign person who was between 30 and 35 years old. They said he came from South America, wore a sombrero, and liked science and archeology.
- However, some of the males in these groups added that **Yucatan Gum** might also be a female Latin American singer, much like Shakira and Christina Aguilera.

CONCEPT TQ11

- The majority of participants in all six groups perceived the red circle logo in concept **TQ11** as a “woman’s mouth” that was “covered in lipstick”, or a mouth that was eating “yummy fruit”.
- About half of the females in these groups also responded positively to the “green ribbons” that surrounded the edges of the packaging. They felt it made the packaging “special” and “unique”, because it “gift-wrapped” the gum inside.
- The males, meanwhile, were generally enthused by the “always refreshing” tagline that appeared on the packaging. Most of them suggested this meant the gum would “always stay sweet” and “never lose its flavor”.
- These groups also found concept **TQ11** to be generally quite eye-catching, due to the packaging’s “flashy, bright yellow” color, and the gold foil that wrapped each stick of gum.

CONCEPT TW15

- These teenage participants said that while the “contrast of colors” created by concept **TW15**’s green, purple and yellow stripes made it “quite noticeable” and would “get their attention” at a store, they were also “too busy” and “too flashy”.
- The females in these groups were almost unanimous when they said they disliked this concept because the stripes made them “feel dizzy”, and that the mix of colors “made their eyes itch”.
- Meanwhile, the males in this study suggested that this was probably a brand of gum aimed at very young children who ate Jelly Belly candy and multicolored Gummi Bears, and not a gum for young men who were on their way to becoming adults.
- The gopher character on **TW15**’s packaging was also dismissed by these teens. The majority were unable to identify what kind of animal it was, and many thought it was a Pug dog.

CONCEPT TE17

- The females in these groups also disliked concept **TE17**. About half thought its pink and peach color scheme made it “quite boring”, while the rest indicated that its logo looked like something one would find “on a package of cigarettes”, or on a “product at the hardware store”.
- Meanwhile, the males who participated in this study suggested that while the colors used for this concept looked “feminine”, the bold brand name that took over much of the packaging looked “very masculine”.
- Many of the females agreed with this last point, and said the “rough” and “macho” angular lettering should be more “rounded” and “cursive” to match the “delicate feminine background”. Some felt the font used on **TE17** made the lettering seem “too aggressive”.
- That said, both these groups responded quite positively to the blue foil used to wrap each stick of gum. They were unanimous in saying the foil looked “original” and “different”, and many wondered if the blue foil was an indication of the gum’s flavor; the majority felt it would be peppermint, but about a third thought it might be blueberry.

CONCEPT TU19

- The males in this study responded quite positively to concept **TU19**'s light blue packaging and the white lettering that appeared inside its black oval logo. Many described it as "very manly" and "masculine", while others said it was the kind of gum "the Marlboro Man might chew in between cigarettes", or a chewing gum "pirates would use while sailing the high seas".
- The female participants were generally less enthused because they felt this gum was "too masculine" for them. However, about a third of them said girls who are very athletic and "do a lot of sports and drink Gatorade" might chew this kind of gum to say they are "just as tough" as the boys.
- Once again, these respondents generally felt this concept's main color (light blue) suggested a simple flavor such as peppermint, blueberry, or a brand of gum that might be named "Arctic Blast", "Winter Mint" or "Blue Ice".
- However, upon closer examination, these teenagers were quite surprised when they noticed that concept **TU19** came in a black licorice flavor. The males were quite intrigued and many indicated that this flavor added to its appeal, while the females were generally disappointed as they felt the taste of black licorice "was too harsh" and "bitter" (even though they had previously indicated an affinity for "sour" flavors of gum).