



How a scaled, in-depth consumer insights study helped launch disruptive (& delicious) innovation

The Situation

New Culture collaborated with AMC Global to delve into consumer perceptions and preferences surrounding New Culture's innovative mozzarella cheese. New Culture is a start-up so the study had to be structured in a way to make a lot of a little. Deep insights were necessary to understand the overall market opportunity, purchase intent for animal-free dairy cheese among different consumer groups, feedback on potent messaging and positionings, pricing thresholds, and feasibility of a rollout out the pizzeria partners in various areas. The study also needed legs beyond the usual, and would help support investment in the company's future.

The Study

Start-ups need research to succeed, but studies often need to be "lean and mean." New Culture and AMC Global used an efficient, iterative approach to survey 300 consumers who lived in major metro areas across the United States—urban and suburban—who regularly visit pizzerias and who were concept acceptors of an alternative cheese. The survey covered behavioral and attitudinal questions, and specifically asked about the New Culture mozzarella. Questions included gauges on interest, likelihood to visit pizzerias offering New Culture cheese, and pricing expectations. It also included a unique approach to segmentation that helped the team scale the study to get the most bang for the buck. Actionable analysis was done on reactions to New Culture's concept—focusing on what appealed to consumers, what needed improvement, how they might use the new product, and what intrigued them about it.

NEW CULTURE

New Culture is leading the global transition to an animal-free dairy future with cheese that stretches and melts like the real deal but is made without any animal inputs. In other words: cow cheese without the cow.

By combining fermentation technology and innovative food science, they replace the essential dairy protein in the cheese with an animal-free version produced using precision fermentation. This revolutionary process makes it possible to replicate the taste and texture of traditional dairy products using New Culture's animal-free proteins, radically reducing cheesemaking's environmental impact and impact on animal and human health.

With their groundbreaking science, any cheese is possible and can be made completely animal-free.

www.amcglobal.com
info@amcglobal.com
+1.610.238.9200

The Findings

Applicable findings were wide in range, and despite a smaller size study, were able to be scaled for big impact. Major areas impacted by the insights were the product itself, the pizzerias New Culture will be partnering with for product rollout, and the people who will be choosing the product.

- **The Product:** The study gave vital information on what concept aspects worked and what areas needed improvement. Consumer reactions to the ingredients and benefits also helped this product innovation process—taste and texture rule! Sustainability and the addressing of issues like animal welfare are also a key part of the product appeal.
- **The Pizzerias:** A key outlet for launch, the study helped develop positioning statements for appeal in this target distribution market and among consumers directly. Messaging to this outlet is about the usability and appeal of the product itself, and should emphasize the shared and fun experience of breaking bread (or pizza) with others.
- **The People:** Insights helped New Culture identify, find and talk to their likely customers. Understanding how consumers may adopt the new product into their repertoire or not—behaviorally and attitudinally—was a critical step in attracting trial and loyalty.



Segmentation of the potential consumers was an essential component stemming from the study findings. There was not budget or time for traditional segmentation, so the team came up with four micro-segments that helped them pinpoint the consumer archetypes that would be most willing to try the new product.

The Outcomes

This study underscores the significant market potential for a delicious, nutritious, animal-free, dairy cheese that is also environmentally sustainable. New Culture was able to identify key ways to improve and hone the product proposition, for both commercial and retail distribution. Obstacles were identified so strategic solutions could be put in place on the path to launch. Importantly, New Culture, as a start-up, was able to use the findings to help with funding conversations with investors in their space.

This is a case study for a small and nimble study to have big impact, from understanding product benefits and positioning, to consumer segmentation and pricing strategy. And ways to take beyond, to use the findings as a fundraising and publicity resource.



Get the most out of your next study, and get ready to innovate! Reach out to us to learn more:

www.amcglobal.com | info@amcglobal.com | +1.610.238.9200