

Innovation Exploration for Hand Sanitizer



Challenge

A well-known hand sanitizer brand came to us in February 2021 to discuss two potential new innovations that were ready to launch. As a dominant player in the sanitizer space, this brand needed to understand consumer reactions to the new form factors and how they compared to the older versions of those line extensions.

Solution

We packed and shipped the new products to a curated segment of our community for agile in-home testing in just two days.

336 Products sent nationwide

97% Survey Completion Rate from targeted Highlighters

7 Days from product receipt to initial data (3 day trial period)

Result

In less than two weeks, the brand had its answers - and was ready to evolve its new product development and marketing with the insights uncovered.

What we delivered:

- Understanding of key sensory insights to optimize product formulation
- Prioritization across products in the innovation pipeline
- Assessment of brand fit and product resonance among loyal and new customers
- Analysis of performance across of different sensory KPIs, such as handful, etc.
- Qualitative depth via honest, unbiased open-ended product feedback

02. [Brand] Product A + Product B

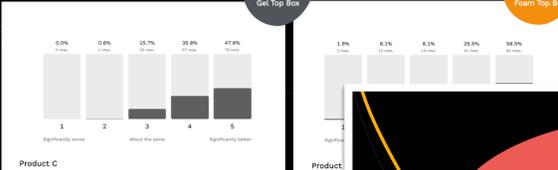
How much do you agree or disagree with the following statements about the hand sanitizer? (Top box)

	Product A	2-in-1 Foam
Feels good on my skin when using	6.45	6.03
Leaves my hands feeling clean	6.87	6.26
Leaves my hands feeling soft	6.17	5.86
Rubs in quickly	6.00	5.80
Spreads easily across my hands	6.00	5.80
Takes too long to dry	5.80	5.80
Irritates my skin	5.80	5.80

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03 [Brand] Product C + Product D

How does this compare to other similar hand sanitizers you've tried?



47.8%
Get Top Box

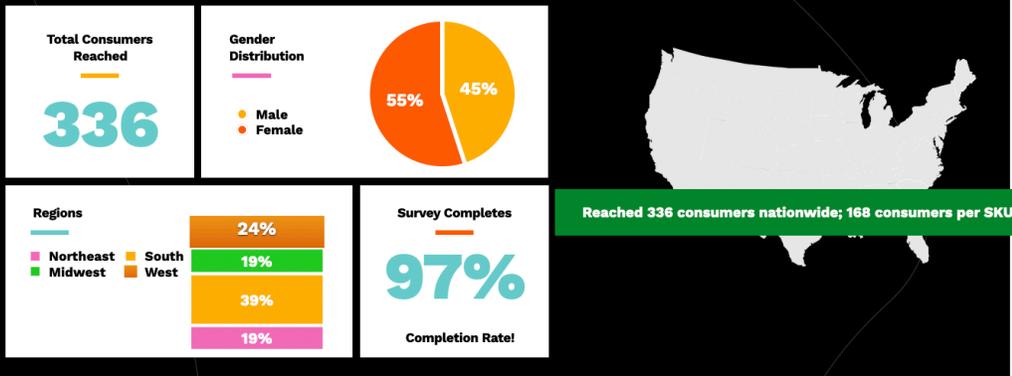
56.5%
Foam Top Box

I like the scent of the [Brand] Product D sanitizer. The quantity of the hand sanitizer is very ample. Additionally, the dispenser dispensed well and did not get stuck, so each time I get an equal amount. Also, the hand feels soft after use. Also, there is not a tingling sensation after using this hand sanitizer.

(About [Brand] Product D)

01. Research Overview

Target Demographics



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INSIGHTS REPORT 5

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