



# Abbott Nutrition: Similac for Supplement

## CONSUMER EXPLORATION AND CONCEPT TESTING

### Objective

Abbott Nutrition, a worldwide leader in nutritional products, wanted to develop a new product to address new moms' changing behavior around breastfeeding. Abbott identified potential for a new formula to supplement breastfeeding, but needed a way to connect with new moms to better understand their perception of feeding their newborn.

They wanted to:

- Validate or challenge ideas through a deep understanding of consumer need
- Uncover consumer perceptions through concept testing
- Identify benefits that resonate with both key audiences –moms and HealthCare
- Providers Finalize messaging that communicates key benefits for product launch



### Approach

The research plan from idea to launch took 10 months, an accelerated timeframe in order to get to market during spring retailer re-sets. In total, there were 10 research events that occurred during this window. 20|20's role was to bring Abbott's key audiences to life through one-on-one conversations at each stage of product development. This approach allowed Abbott to get an in-depth sense of moms' emotions, motivations, and needs as well as Health Care Providers' views and opinions. Furthermore, as the conversations were completed in a sequential manner, they allowed Abbott to leverage findings and adjust for the next iteration to maximize learnings within a short time frame.





## Findings

20|20's role in the product launch allowed Abbott Nutrition to:

- Validate a hypothesis and move into development after uncovering that mom could use some support in her breast feeding efforts.
- Involve the voice of dual audiences —moms and Health Care Professionals –in their research, which wouldn't have been possible had they employed a different methodology.
- Increase efficiencies in learning times, research spend, and time to market because they were able to iterate with both audiences simultaneously.
- Develop a clear path in terms of how to move forward, where to make changes, and how to surprise and delight their consumers.

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Our relationship has enabled us to quickly and efficiently seek the voice of the consumer or customer, and incorporate it into our business decisions, allowing us to become smarter and faster to market. The team is, in essence, a virtual extension of the Abbott research team –from them, I know that when I pick up the phone and call, on the other end will be someone who understands my business, knows my target consumer, and will always deliver high quality results.

*Kristen McLane, Manager, Shopper Insights & Category Development*



## Outcome

Ultimately, Similac for Supplementation was a great success. It achieved 113% of Abbott's plan, drove incremental share, and was the first to market. It was quickly followed by similar products from both of Abbott's main competitors. The ability to move quickly without sacrificing the ability to stay in touch with consumer needs was crucial in the launch, and success, of the Similac for Supplementation product.