



# Conquering the Snack Aisle with a Hybrid Approach

When bare needed to differentiate its healthy snack line from the competition, the California start-up turned to 20|20 to explore the opportunities and barriers to standing out.

**bare**

## The Need

Knowing that their competitor also focuses on healthy, gluten free, non-GMO snacks, bare needed to better understand and compare consumer motivations for purchase. They also wanted to uncover any opportunities or barriers around the in-store experience. For such a substantial undertaking, the company turned to 20|20 to find the perfect combination of research solutions

To help this health-conscious snack brand understand what tactics and positioning it should take when conquering the marketplace, 20|20 drew from the wide array of technology platforms and services they have in house to create the most effective approach. The customized methodology offered a unique combination of advanced text analytics and immersive 360-degree video for deeper consumer exploration. 20|20 worked with bare to uncover a baseline understanding of how the brand is perceived compared to its competition among the target market. Advanced text analytics allowed for deeper insight into the intensity and relevance of the language consumers used to describe both brands. Then, immersive 360-degree video was employed for an in-store shopping experience and at-home product trial. Through this approach, the team was able to experience the shopping and snacking alongside bare's target market, free of bias.

## The Solution



## The Results



The unique combination of research methods gave bare the insights it needed to set itself apart in a fast-growing category. Through advanced text analytics, bare learned that its line of healthy snacks is perceived as convenient and family-friendly—giving them the green light to target children as well as adults. They also uncovered an opportunity to expand their line to include new flavors and ingredients. 20|20's immersive 360-degree video revealed that suppliers' inconsistent product placement of the snacks caused a purchase barrier for bare's target market. With these findings in hand, bare could move forward with a practical plan to broaden their audience, expand product offerings, and start addressing challenges related to product placement.