



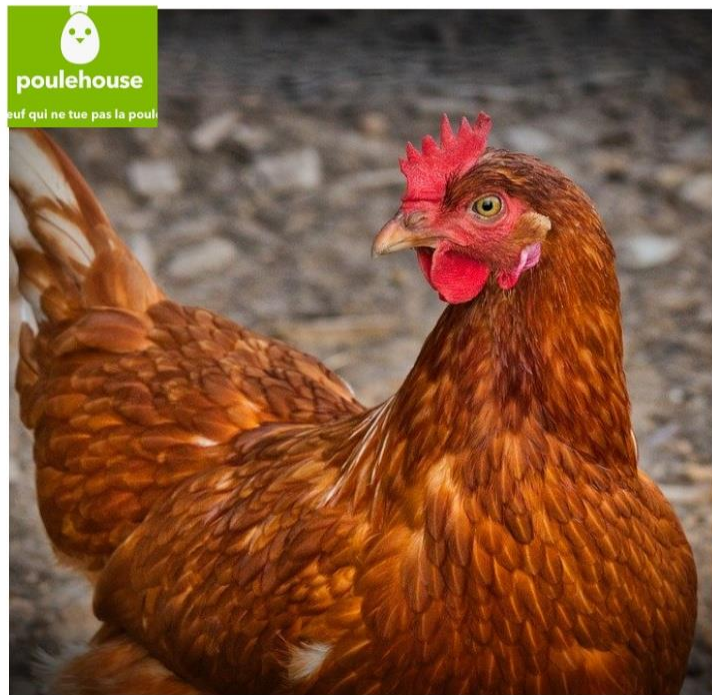
case study

# Perception of positioning and pack execution

Octobre 2020



# Do you know poulehouse ?



## In a few words...

poulehouse is an innovative concept that respects all forms of life. poulehouse offers the first egg that does not kill the hen with a responsible production process and without slaughter. The hens live their whole life in the same place, either in the pilot farm in Limousin (France) or at the partner breeders. They evolve in the open air, with a rearing system that meets their natural needs.

<https://youtu.be/EYlbn9EEncs>

# A successful launch that is stalling...



## At first, everything was fine

Good media coverage, an effective TV campaign that has boosted the notoriety of poulehouse, well-known brands that commercialize poulehouse, the offer of free-range eggs completes the organic eggs, a growth in sales that is developing and consumers are conquered.

## Then it stalls

After a few months, the situation is more nuanced because the rotation objectives have not been met to date. The launch of Plein Air (free-range eggs offer) in particular is not up to the objectives.

## Many questions emerge

What is the problem? Is the positioning well understood, is it attractive enough? Do the packs on the shelf reflect the positioning well? Are they sufficiently attractive?

# Leaders of poulehouse ask REPERES to set up a survey to help them.



## 3 objectives are identified

1. Verify with consumers that the positioning is well understood. Are its specificities around ethics and animal respect well perceived, are they vectors of adhesion?
2. Validate or not that the current packs convey the positioning and, on this basis, that they communicate well the singularity of the poulehouse offer.
3. Propose optimization levers



# Our approach



## A quantitative survey

A large sample of consumers of eggs that they buy in supermarkets, with a focus on people who already know poulehouse.



## Several stages of successive surveys

Positioning test --> testing of current packs --> reworking of packs --> testing of new reworked packs



## A double emotional and rational evaluation

**R3M score** (detailed methodology on the next page)

Consideration, image profile and likes/dislikes on different areas of the packs

# Emotional input and practical application



A thoughtful response alone is not always predictive of future behavior and can even be a source of error.

- In this context, the measurement of emotions and automatisms becomes a major issue.
- In addition to asking consumers if they are convinced by the brand (domain of judgment), it will be necessary to access what they feel (domain of senses and automatisms)
- Spontaneous language is one of the tools that allows access to what the consumer is feeling.

## R3M score protocol



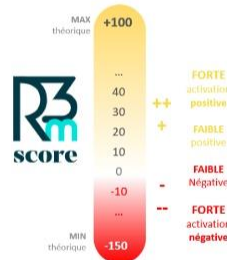
**1 question = 3 spontaneous words**

*“Without thinking and as quickly as possible, what are the 3 words that come to your mind when you think about this brand ?”*

<b>LA NATURE GRAMMATICALE</b> ADJECTIF, VERBE, NOM ?	<b>LA LOGIQUE D'ÉNONCIATION</b> JE JUGE, JE DÉCRIS LE STIMULUS, JE DÉCRIS L'EFFET SUR MOI ?	<b>LE CONTEXTE D'ASSOCIATION</b> COMMENT S'ASSOCIENT LES 3 MOTS ENTRE EUX ?
<b>LE RANG</b> CITÉ EN 1ER, 2EME, 3EME ?	<b>LA VALENCE</b> POSITIF, NEGATIF, NEUTRE ?	<b>LE CONSENSUS</b> LE MOT EST-IL CITÉ PAR D'AUTRES ?

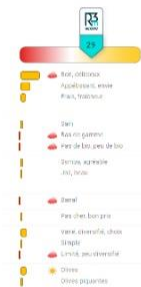
**a word scoring and an algorithm to translate them into emotional activation**

Algorithm resulting from 3 years of R&D



**a new quantitative performance indicator**

In addition to rational KPIs, with a very wide scale for more discrimination



**identification of levers and brakes**

Most impactful words (contributing the most to emotional activation), grouped by themes



Positionnement poulehouse



# Study results - 1

**A positioning that is well understood and that generates positive emotional activation(\*) around its key promises.**

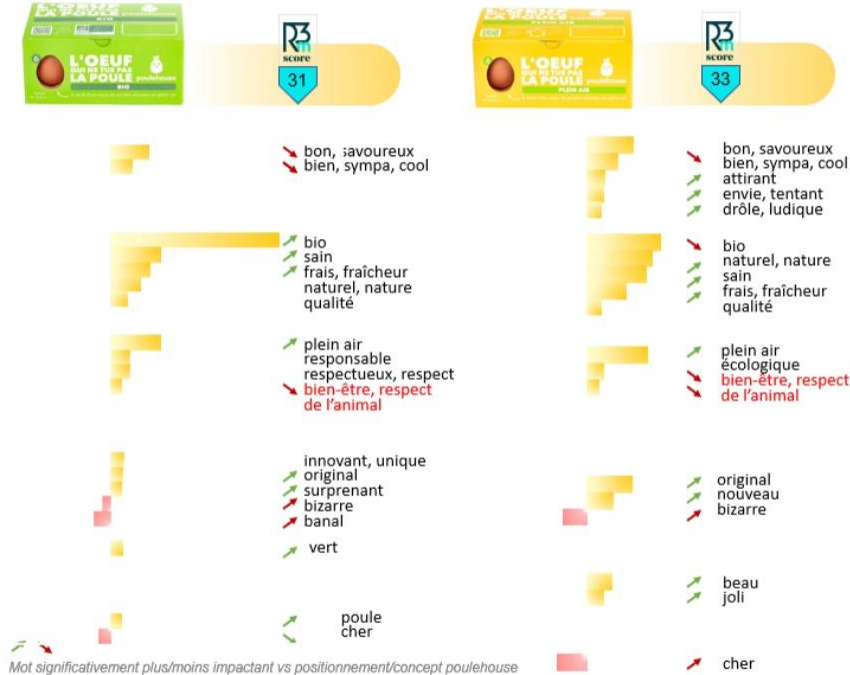
Ethics, animal welfare and respect are core values that create buy-in.

It is also interesting to note that the strength of these values in emotional activation is neither to the detriment of good taste (essential to transmit for a food product) nor to the detriment of naturalness (“organic”, “natural”, “healthy”, “fresh” mentions).

Finally, the innovation of the offer is also a vector of positive activation.

(\*) Norm **R3Mscore min : 25** - basis : 260 surveys ~ 1800 stimulis tested - multi-categories- multi-supports-France and worldwide

# Study results - 2



## The pack does not convey the key values of the desired positioning

Ethics, animal welfare and respect are very little transmitted by the current packs.

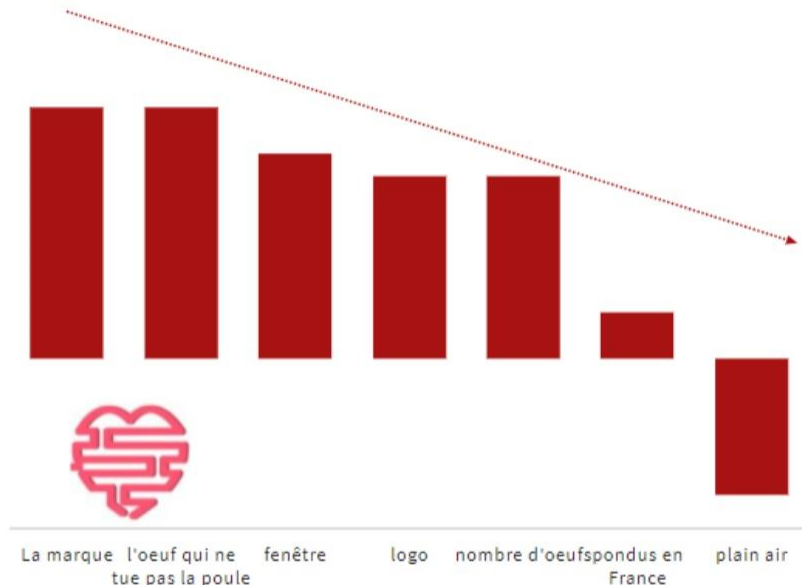
With these packs, the new offer emotionally activates consumers on the less singular dimensions of the desired positioning (“organic”, “healthy”, “fresh”) and, moreover, the promise of good taste is less strong.

However, the originality of the product remains perceptible and is a vector of positive emotional activation but without any link to the promise, more in line with the design.





Hierarchy of the elements of the pack according to their impact on positive emotional activation



## Study results - 3

An analysis of the elements of the pack that highlights that the brand and the “egg that doesn't kill the hen” tagline fully participate in positive emotional activation.

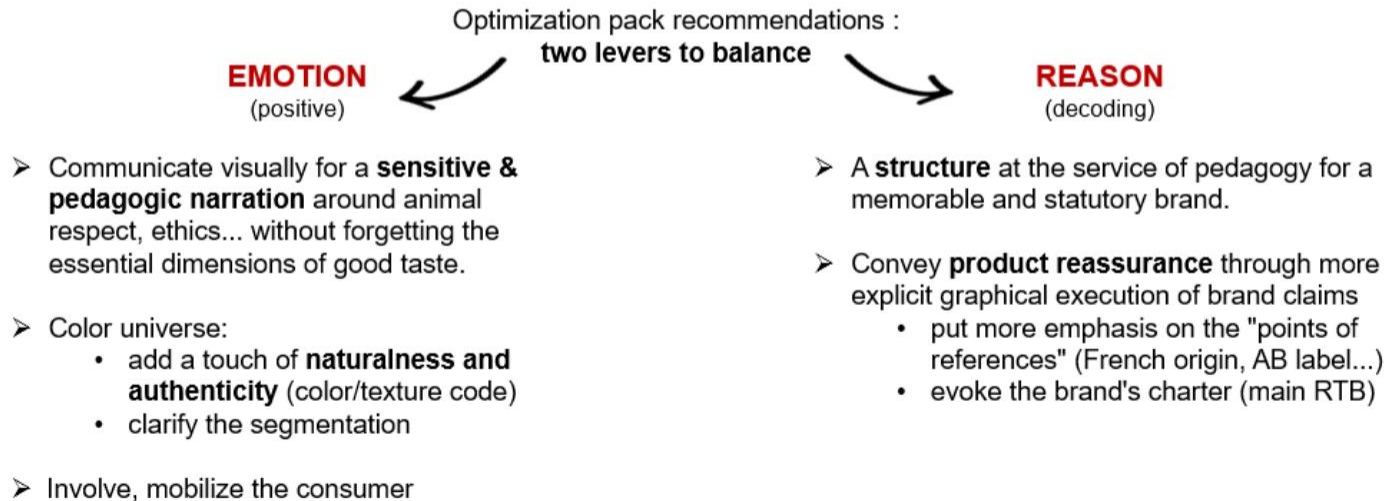
It is important to note that these 2 elements are well in the heart of the positioning but, on their own, without explanation, they are not enough to communicate all its asperities: ethics and respect of the animal, in particular.

# Conclusions of the study and specifications for packs reworking

- A positioning that is well understood and that works around the values of ethics and animal respect, in particular
- Packs that don't translate it enough to create shelf-space purchases
- 2 positive vectors of emotional activation: The poulehouse brand and the catchphrase "the egg that doesn't kill the hen".

--> Packs to be reworked

## Specifications for packs reworking (\*)



(\*) source : R3M Score results of the 1st stage + complementary qualitative phase aimed at refining the positioning

# THE NEW TESTED PACKS



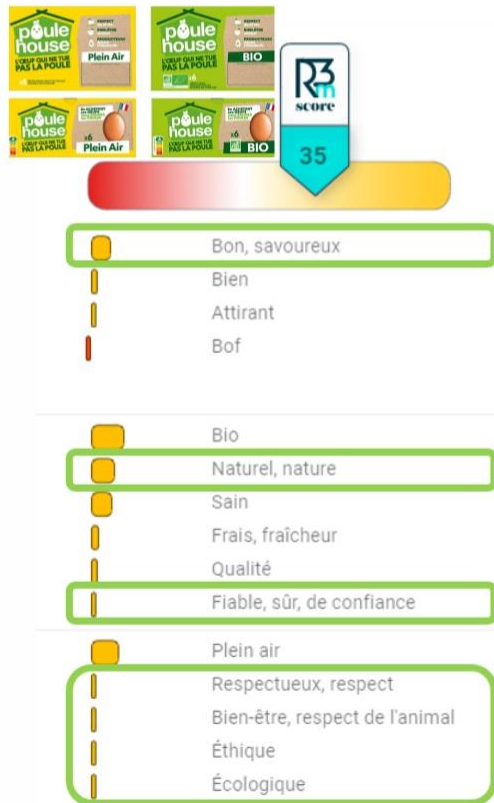
development



# Results

The new packs meet the specifications and are more efficient than the current packs. An emotional score which tends to be better, with an evocative more in line with the strategy: **a territory around animal respect reinforced by the notion of ethics, visible reassurance (reliability, French) and increased perceptions of naturalness & good taste**

## new packs





# Results

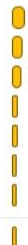
Compared to the competitor Cocorette, a clear differentiation: **poulehouse is not just another organic offer.**



Bon, savoureux  
Bien  
Bravo, top  
Faux, peu crédible



Bio  
Naturel, nature  
Sain  
Frais, fraîcheur  
Qualité



Éthique  
Bien-être, respect de l'animal  
Écologique  
Plein air  
Respectueux, respect  
Responsable  
Humain  
Innovant



Bon, savoureux



Bio  
Sain  
Naturel, nature  
Frais, fraîcheur  
Local



Plein air



# Conclusion : An approved change of pack





And you, are you sure that your perceived positioning matches your desired positioning?



To find out: a simple, agile and economical way...





# A relevant approach for all elements of the mix: advertising, activations, commercial operations, choice of shelf/linear location \*

(\*e.g. for poulehouse, would the offer be more in line with its desired positioning if it were offered in the egg department or in the organic department, or in the ethical department?)



# Contact



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