

## CASE STUDY

*identifying opportunity through custom research*

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### **New Product Development Process**

#### ***The Issue:***

A major consumer packaged goods (CPG) manufacturer was interested in conducting an internal audit of its entire product testing process. The goal was to evaluate whether or not the process was the best it could be, if it met all their needs, if there were any gaps, and also to compare their process to that of other CPG manufacturers.

This was the first time in the company's history that it had audited this process and it was in search of a trusted partner with broad experience in new product development to consult during this project. This was a highly sensitive project as it involved sharing proprietary information, so trust was essential.

#### ***The Solution:***

From a field of vendors, MRSI was one of two chosen to partner with the client throughout this effort based on the length of time servicing the client's business, the respect and trust MRSI had earned over the years, and our significant CPG new product development expertise.

#### ***Business Implication:***

Based on the research, the company was able to validate portions of its product testing process that were working efficiently, as well as identify improvements in other areas. The initial results suggest an achieved cost savings and a higher new product success rate for the company, and MRSI continues to help the client refine, test, and implement process changes.

For more information, contact us at **513-579-1555** or visit [www.mrsi.com](http://www.mrsi.com) today.

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### **Product Testing**

#### ***The Issue:***

Faced with impending government requirements on food labeling, a major consumer packaged goods manufacturer was prompted to reformulate a significant portion of its products. The client needed to find a way to reformulate those products with healthier ingredients without sacrificing quality and taste.

#### ***The Solution:***

MRSI was asked to partner with the client throughout the multi-year process. We developed intensive comparative product tests among heavy-users of each product to determine if the new formulations performed as well as, if not better than, the current in-market products. Testing was conducted across multiple product lines, as well as flavors within lines. MRSI worked closely with the client to identify areas for refinement until the new products were acceptable.

#### ***Business Implication:***

The client was able to successfully reformulate its products with healthier ingredients while continuing to meet consumer expectations for taste and quality. What's more, the client was able to comply with the new food labeling guidelines without any negative impact on sales or market share.

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