

Case Study: **Developing a Line Extension for a Mature Brand**



Business problem

Our client was working on a line extension for an iconic frozen brand. The team wanted to determine how far they could stretch the product offerings within their brand portfolio, by introducing a line of frozen sandwiches.

Our approach

- Conduct a central location test to determine product-concept fit.
- Determine if category users give client permission to extend brand into the frozen sandwich arena and understand the potential for this line extension.

What we learned

- The desired product benefits in the concept were not strong enough to outweigh the weak product delivery. Specific product guidance was provided to help guide product optimization.
- The competitive context for these sandwiches is not other frozen products, but rather fresh alternatives, whether made at home or from a Quick Service Restaurant.
- Although the pricing for these prototypes is slightly lower than Quick Service Restaurant pricing, the prototypes were not able to deliver the same level of satisfaction as their QSR competitors.