




Product Name:	Cadbury's Dairy Milk Marvellous Creations - Banana Caramel Crisp	Supplier:	Kraft Foods Ltd/ Mondelez UK
Overall Product Score:	37	Norm:	41
		Max:	50
		Min:	24
		CMR Reference:	140722

Concept Appeal:		As with many other Cadbury Dairy Milk products, there was a good level of pre trial interest in this latest addition from this iconic brand.
Product Appeal:		Many were disappointed with what was on offer, with the banana flavour generating the most criticism.
Sales Potential:		Polarising, almost equal numbers would either opt for another variant or buy this option on a regular basis.



Fast Foodfax Verdict:
The Cadbury Marvellous Creations sub brand has been a very successful addition to the Cadbury range of confectionery - injecting fun and novel flavours to a very crowded and competitive category. This latest addition to the range - Banana Caramel Crisp, maintained the same good level of pre trial interest generated by earlier variants, although even at this stage, the inclusion of banana was polarising opinionos. Two other bars, tested through Fast Foodfax in 2013 - Ref: 130710 - Jelly Popping Candy Shells , score: 47 & Ref: 130934: Cola Pretzel Honeycomb, score; 42 - were better received and achieved higher ratings across all key measures, with this Banana Caramel Crisp variant struggling to achieve near norm ratings, despite achieving a perfect rating of 20 for 'Innovation and relevance' - driven by over 90% agreeing it was a novel addition to the category. Those in the Midlands (score: 29) were particularly disappointed and considered that this bar was 'too sweet', with the banana flavour 'synthetic and overpowering'. Not to everyone's taste, one third claimed that this bar simply wasn't for them and would never buy, whilst the Northern panels were more likely to buy regularly.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)																				
Pre Test Interest in Purchase	3.48	<i>Pieces not evenly distributed/ typical Cadbury/ milky tasting chocolate/ great combination of flavours/ great/ new and interesting flavour combination</i> <i>Didn't like the banana flavour / not as good as the popping candy variant/ too sweet / average / bananas too over powering</i>																				
Initial Appeal	4.17																					
Appearance	4.09																					
Smell	3.87																					
Taste	3.76																					
Texture	3.92																					
Packaging	4.06	Description of Product %																				
Health	2.44	<table border="1"> <thead> <tr> <th>Description of Product %</th> <th>Sales Potential</th> </tr> </thead> <tbody> <tr> <td>Ideal for chilling out</td> <td>39%</td> </tr> <tr> <td>For midweek</td> <td>24%</td> </tr> <tr> <td>I would recommend this product</td> <td>26%</td> </tr> <tr> <td>Ideal when entertaining</td> <td>28%</td> </tr> <tr> <td>Weekend treat</td> <td>46%</td> </tr> <tr> <td>Would buy on special offer</td> <td>17%</td> </tr> <tr> <td>For kids</td> <td>35%</td> </tr> <tr> <td>Not for me</td> <td>31%</td> </tr> <tr> <td>A good standby</td> <td>4%</td> </tr> </tbody> </table>	Description of Product %	Sales Potential	Ideal for chilling out	39%	For midweek	24%	I would recommend this product	26%	Ideal when entertaining	28%	Weekend treat	46%	Would buy on special offer	17%	For kids	35%	Not for me	31%	A good standby	4%
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Would Buy Intention	22%																					
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Overall Impression	3.42																					
Would Buy Intention	3.04																					
Mean Total	36.06																					
Characteristics mean total	36																					
Weighting factor	1																					
Overall product score out of 50	37																					

Innovation / Relevance:	Overall rating: 20	Expected Purchase Frequency %
Top 2 boxes	(out of 20 including weighting)	
Pre trial Purchase	46%	Weekly 13%
Post trial Purchase	39%	Fortnightly 13%
Better than what's out there	37%	Monthly 4%
New & Different	93%	Occasionally 37%
		Never 33%

Test Details	Overall Sample Size: 54	Adults only	Preparation: RTE	Price: £2.00	Weight: 200g
	Norm Category: 100B	Confectionery (Chocolate- block)	Research Date: Thurs 10.07.14		