NEOTRIGEN

USE CASE SCENARIOS

How NEOTRIGEN Can Help You

Five use case scenarios for health-focused food and beverage brands

Typical challenges we solve

01	The new functional drink that has to get it right from day one
02	The established brand that needs to cut sugar without losing loyal customers
03	The healthy product that people like, but don't buy
04	The canteen or café that wants to make the healthy choice the easy choice
05	The brand whose health claim no one trusts anymore

Methods featured: **Health Relevance Test** and **Consumer Nudge Audit**

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USE CASE SCENARIO 1

The new functional drink that has to get it right from day one

For: Founders and startups in functional and better-for-you beverages

Your challenge

You have an idea for a new healthy drink: less sugar, added protein, a functional ingredient. Friends, family and your own team love it. But internal enthusiasm is not market validation. You don't know whether consumers will buy it, what they will pay, or which health message they will actually believe, and a failed launch could cost your entire budget.

How we help

- We uncover what your target consumers associate with "healthy" and what they expect in taste, price and convenience.
- We put your concept through our **Health Relevance Test**: does the product address a meaningful health need, and is the health message credible and responsible?
- We use bias-proof concept testing to separate genuine consumer demand from the assumptions that tend to creep into early product development.
- We combine nutrition science with data from leading consumer-insights platforms to spot the ingredients and needs that are rising, not peaking.

What you gain

A clear, evidence-based decision before you invest in production. You know who to sell to, what to tell them, and what to adjust before launch.

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USE CASE SCENARIO 2

The established brand that needs to cut sugar without losing loyal customers

For: Mature food and beverage brands facing reformulation

Your challenge

Regulators, retailers and consumers are pushing you to make your products healthier. But your loyal customers love the taste exactly as it is. You worry that a new recipe will send them straight to a competitor.

How we help

- We explore what your existing customers value most and where they are genuinely willing to accept change.
- We help you decide the right pace and story for the change: gradual and quiet, or open and proud.
- We shape the communication so the change is experienced as an upgrade, not a loss.

What you gain

A reformulation grounded in what your customers actually think. You reduce the risk of losing loyal buyers while positioning your brand as responsible and future-ready.

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USE CASE SCENARIO 3

The healthy product that people like, but don't buy

For: Brands whose products score well in tastings but underperform in store

Your challenge

Consumers say they love your product. They tell you they would buy it. Yet the sales numbers don't follow. Somewhere between purchase intent and the checkout, you are losing them.

How we help

- With our **Consumer Nudge Audit**, we map the behavioural barriers that stop intent from becoming action: price perception, shelf placement, pack design, habit and choice overload.
- We identify the moments that matter in the shopper's journey and the touchpoints that actually stick.
- We design practical behavioural nudges that make choosing your product easier, without manipulating your customers.

What you gain

A concrete plan to convert interest into real sales, built on how shoppers actually behave rather than on what they say in surveys.

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USE CASE SCENARIO 4

The canteen or café that wants to make the healthy choice the easy choice

For: Foodservice, workplace canteens, cafés and restaurants

Your challenge

You offer healthy dishes, but guests still choose what they always do. You want to encourage healthier choices without taking away freedom of choice or the joy of eating.

How we help

- We carry out a **Consumer Nudge Audit**, reviewing how your menu, dish names, placement and presentation influence what guests choose.
- We identify small, low-cost changes that make the healthy option more visible, attractive and convenient.
- We help you test the changes and track whether they work.

What you gain

Simple, practical actions that nudge guests in a healthier direction. No finger-wagging, and no compromise on taste.

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USE CASE SCENARIO 5

The brand whose health claim no one trusts anymore

For: Companies whose products offer a genuine health benefit

Your challenge

Today's consumers don't just read labels; they interrogate them. A generic message like "supports immune health" is met with scepticism. Meanwhile, expectations are moving towards personalised nutrition and products that fit the individual's needs. Your product has a real benefit, but your message feels too vague, too technical or too hard to believe.

How we help

- We explore how your consumers themselves talk about health, and which words build or break trust.
- We help you move from broad macro-benefits to specific, relevant micro-benefits that people can feel in their everyday lives.
- We run your message through our **Health Relevance Test** to make sure it is transparent, responsible and never exaggerated.

What you gain

A health message your customers understand, believe and remember, and a brand ready for the shift from lifespan to healthspan.

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Recognise your brand in one of these scenarios?

Book a discovery call, and let's explore how genuine consumer insight can make your next decision easier.

Book a discovery call

www.neotrigen.com