

# Case Study : FMCG Brand Stretch



## The Issue

Supermarket bought dessert consumption is generally in decline as people become more health conscious.

The client's challenge: can an established dessert stretch to a range of 'naturally better for you' desserts? What would a 'naturally better for you dessert' actually be?

## What We Did

Two stages of exploratory research:

1. What 'NBFY' means to consumers in food generally.
2. Exploring the potential of 'NBFY' desserts.

## The Outcome

While it was something the client's brand *could* credibly deliver, a 'naturally better for you dessert' will be very difficult to execute with broad mainstream appeal (it is not likely to be seen as indulgent enough!)

Alternative brand extensions were identified for development.