

# USE CASE

## PERFORMANCE NUTRITION INNOVATION

### The Objective

Our brief was to create a clean-label protein powder superfood blend for the US market with the goal of positively impacting and improving the athletic performance and training ability of both amateur and professional female athletes.

### The Challenge

Product innovation and education around female-focused nutrition has ample room for improvement with regards to the research carried out on nutritional ingredients and dietary supplements in particular. This looks to be a strong growth category as more and more females work on optimising their bodies for endurance, strength and speed. The challenge for brands will be to create nutritious products with a compelling value proposition that aligns with female nutrition goals around performance and strength.

### Our Approach

- Strategic Innovation Workshop
- Innovation Management
- Market & Consumer Research
- New Product Development Planning

With the goal of accelerating innovation and driving differentiation at each stage of the product development process, we carried out a hands-on strategic business review and innovation workshop (detailing key trends and insights in the innovation landscape for the category), alongside a rapid and agile research and development plan, and scale-up of the processes required for creating a female-focused product offering within the performance nutrition space, based on female-specific essential nutrient needs. Conducted competitive intelligence, market research, consumer insights, and consumer mapping studies into the US market and its consumers to determine correct product USPs and feedback on potential value propositions for a marketing launch strategy.

### Results Achieved

- Through a stability study, and by aligning their innovation processes and technology with their goals, we helped the company minimise the potential for denaturation and achieve their desired 18-month shelf-life (stable in all climates), while also taking into consideration the impact of COVID-19 on the dietary supplements and performance nutrition markets.
- Our investigation was also able to understand the total consumer experience by identifying the key success factors and primary drivers of liking of such a blend, which enabled us to create a customised formulation based on the sensory preferences of their target customer, allowing them to fully commercialise the science behind the female-focused ingredients included.
- Following our "compliance by design" approach, we aligned the brand with the appropriate FDA approved nutritional and health claims in the US.
- Identified the general costs incurred in each value chain step and reached the deadlines and KPI's set on-time and within budget.

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