Case Histories.

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PUTTING NEW SOUPS ON THE SHELVES

1

CALIBRATING FORMULATIONS TO A SPECIFIC GEOGRAPHIES

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GOAL & EXPERIMENTAL DESIGN

A EUROPEAN PRODUCER OF FRESH SOUPS IS LAUNCHING ITS PRODUCT LINE IN RETAIL IN THE USA. HOW WILL THEY NEED TO ADAPT TO LOCAL TASTE?

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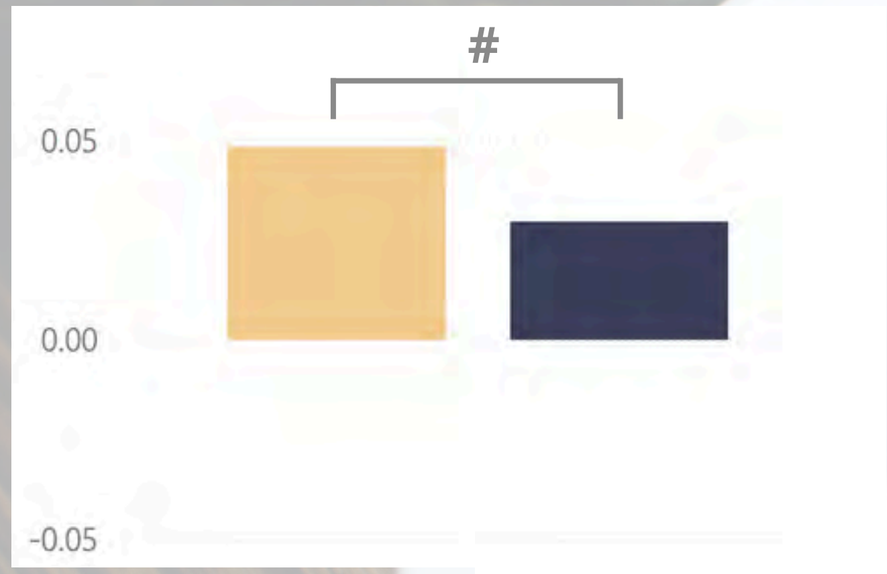
THE RESULT?

LIKEABILITY MEASUREMENTS (FRONTAL ASYMMETRY) ESTABLISHED THAT OUR CLIENT'S PRODUCT WAS IN FACT MORE LIKED THAN THE CHOSEN LOCAL BENCHMARK, ON THE IMPLICIT AND IMMEDIATE LEVEL OF CONSUMER RESPONSE.

WHEN MOVING TO DECLARATIVE DATA, PEOPLE SAID THEY LIKED BOTH IN THE SAME MEASURE. SO WHY WAS THIS HAPPENING?

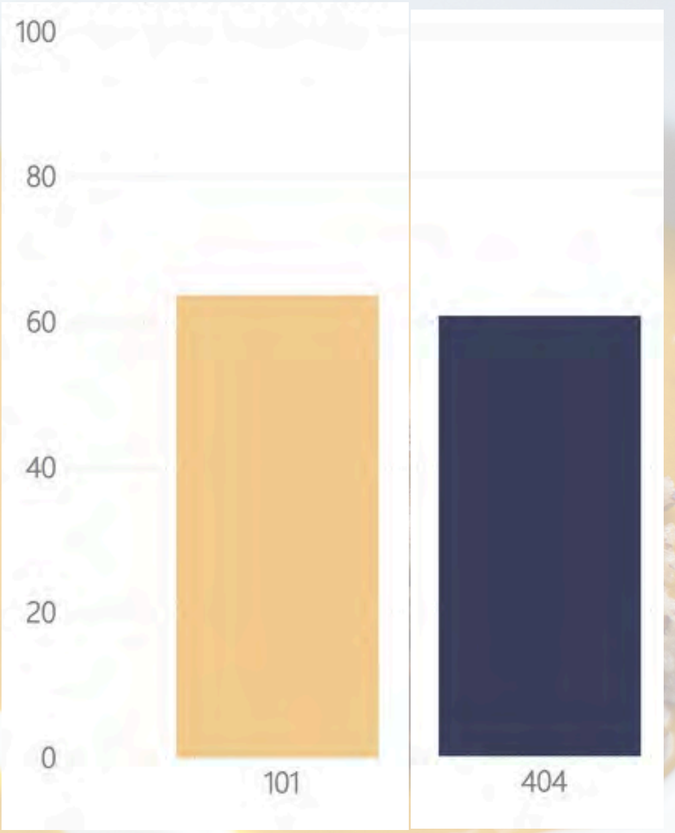
IMPLICIT LIKEABILITY



Product 101: Potato and leek

Product 404: Baked Potato Soup (Benchmark)

OVERALL LIKING



WE LOOKED AT SOME MORE IMPLICIT, BRAIN RESPONSE DATA...

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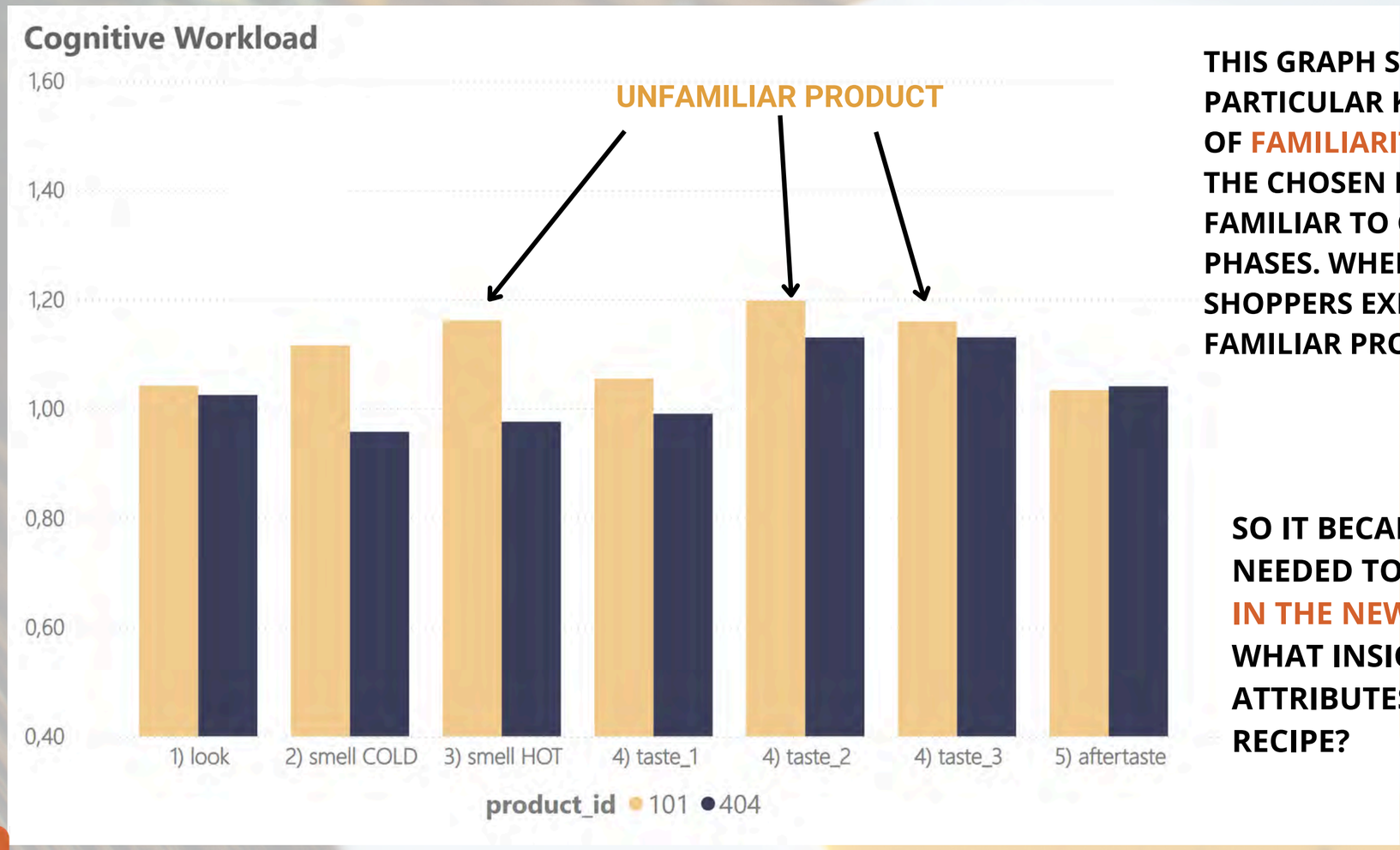
THE REASON IS THE FAMILIARITY WITH THE PRODUCT.

NOT FAMILIAR

FAMILIAR



THIS GRAPH SHOWS COGNITIVE WORKLOAD, A PARTICULAR KIND OF BRAIN DATA THAT IS THE INVERSE OF FAMILIARITY WITH THE PRODUCT.
THE CHOSEN BENCHMARK SOUPS IS CLEARLY MORE FAMILIAR TO CONSUMERS IN THE SMELL AND TASTE PHASES. WHEN THIS HAPPENS, IT IS COMMON TO SEE SHOPPERS EXPLICITLY DECLARING THEY LIKE THE MOST FAMILIAR PRODUCT MORE THAN OTHERS.

SO IT BECAME CLEAR THAT WORK WOULD BE NEEDED TO MAKE THE NEW SOUPS ATTRACTIVE IN THE NEW MARKET.
WHAT INSIGHTS DID WE HAVE ABOUT THE ATTRIBUTES WE NEEDED TO WORK ON IN OUR RECIPE?

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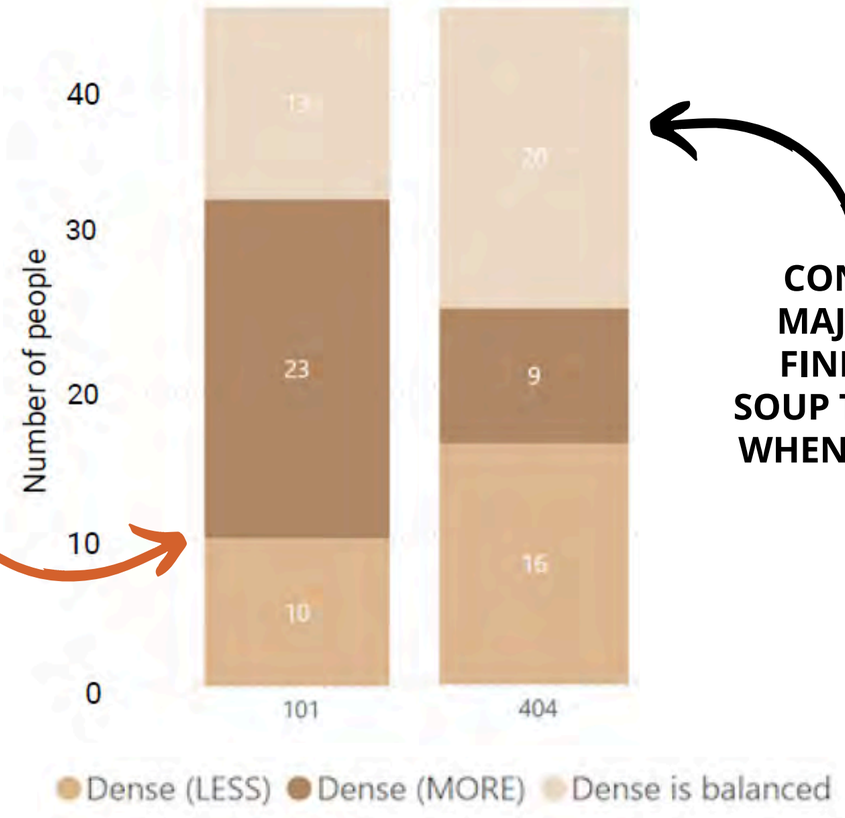
WORKING ON DECLARATIVE DATA COLLECTED WITHIN OUR PLATFORM, IN THE SAME TASTING PANEL, WE WERE ABLE TO BETTER ZOOM ON ACTIONABLE INSIGHTS.

DECLARATIVE QUESTION

HOW WOULD YOU CHANGE THIS SOUP TO MAKE IT BETTER?

ALMOST 60% OF SHOPPERS WANTS A DENSER SOUP FROM OUR CLIENT

DENSITY/TEXTURE (DECLARED) ACCEPTABILITY



CONVERSELY, THE VAST MAJORITY OF SHOPPERS FINDS THE BENCHMARK SOUP TO BE WELL BALANCED WHEN IT COMES TO DENSITY

BY WORKING ON THE FORMULATION AND PROCESS TO MAKE OUR CLIENT SOUP DENSER, WE CAN PREDICT THAT LIKEABILITY WILL TRANSFER FROM THE IMPLICIT LEVEL TO THE DECLARATIVE, BRINGING IT INSIDE THE PERFECT WINDOW OF FAMILIARITY.

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ADJUST FORMULATION FOR PL

2

HOW TO BENCHMARK AGAINST OTHER PL SOLUTIONS TO WIN A SPACE WITH A RETAILER

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GOAL

THE LARGEST SPANISH RETAILER IS ASKING A PL PRODUCER TO EMULATE THE PERFORMANCE OF TWO EXISTING PRODUCTS IN THE SAME CATEGORY. THE GOAL IS TO SHOW THAT OUR CLIENT CAN PROPOSE A PRODUCT THAT WILL COMPARE AS WELL AS BENCHMARKS ONE IT GOES LIVE.
OUR CLIENT PRODUCT IS "ENSALADILLA DE PULPO", OCTOPUS SALAD.

ENSALADILLA RUSA CON LANGOSTINOS

COCKTAIL DE GAMBAS

ENSALADILLA DE PULPO

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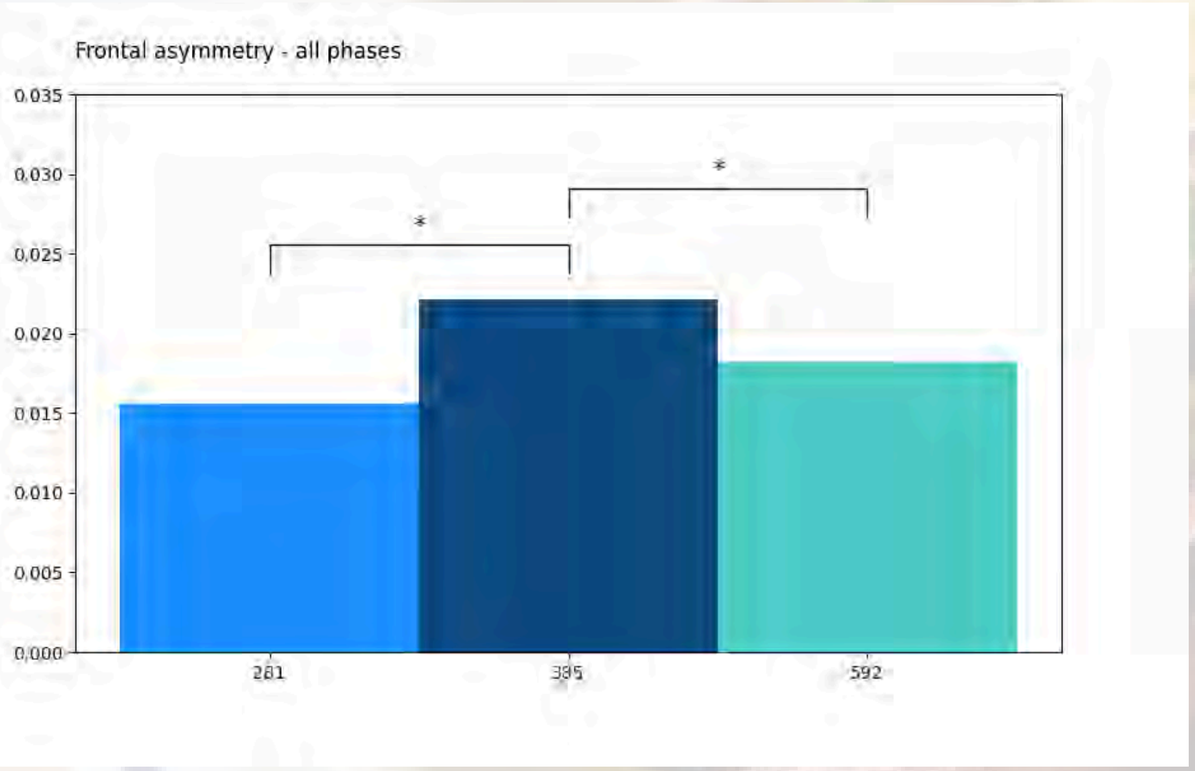
Product 281: Cocktail de Gambas

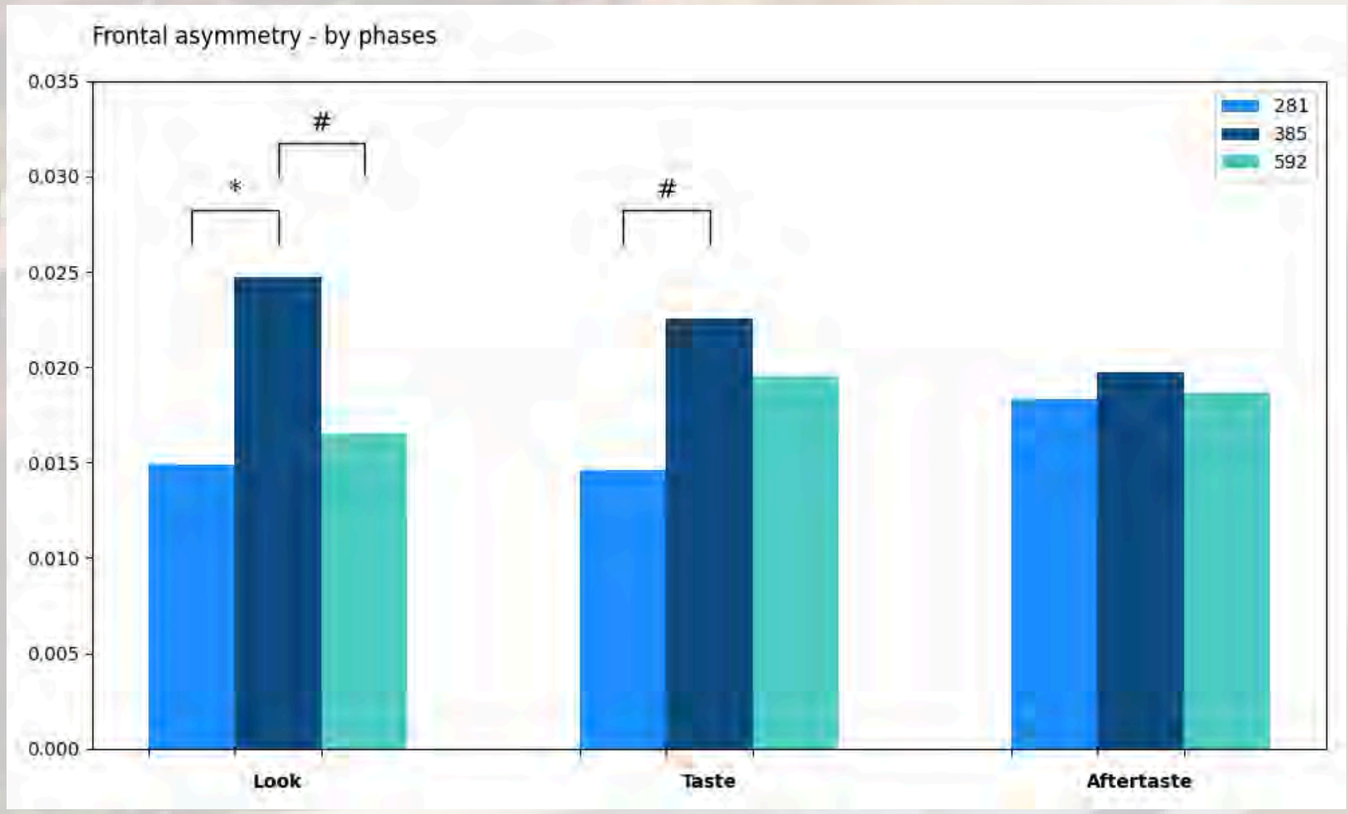
Product 385: Ensaladilla de pulpo

Product 592: Ensaladilla rusa con langostinos



AT A GLANCE, WE IMMEDIATELY DETERMINED THAT LIKEABILITY OF OUR CLIENT'S PRODUCT WAS ACTUALLY HIGHER IN SHOPPERS WHEN THEY TASTED IT AGAINST THE TWO BENCHMARKS.

OUR CLIENT'S PRODUCT AND RECIPE WAS ACTUALLY WINNING IN TWO CRUCIAL STAGES OF THE EXPERIENCE: THE LOOK AND TASTE PHASES.



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Product 281: Cocktail de Gambas

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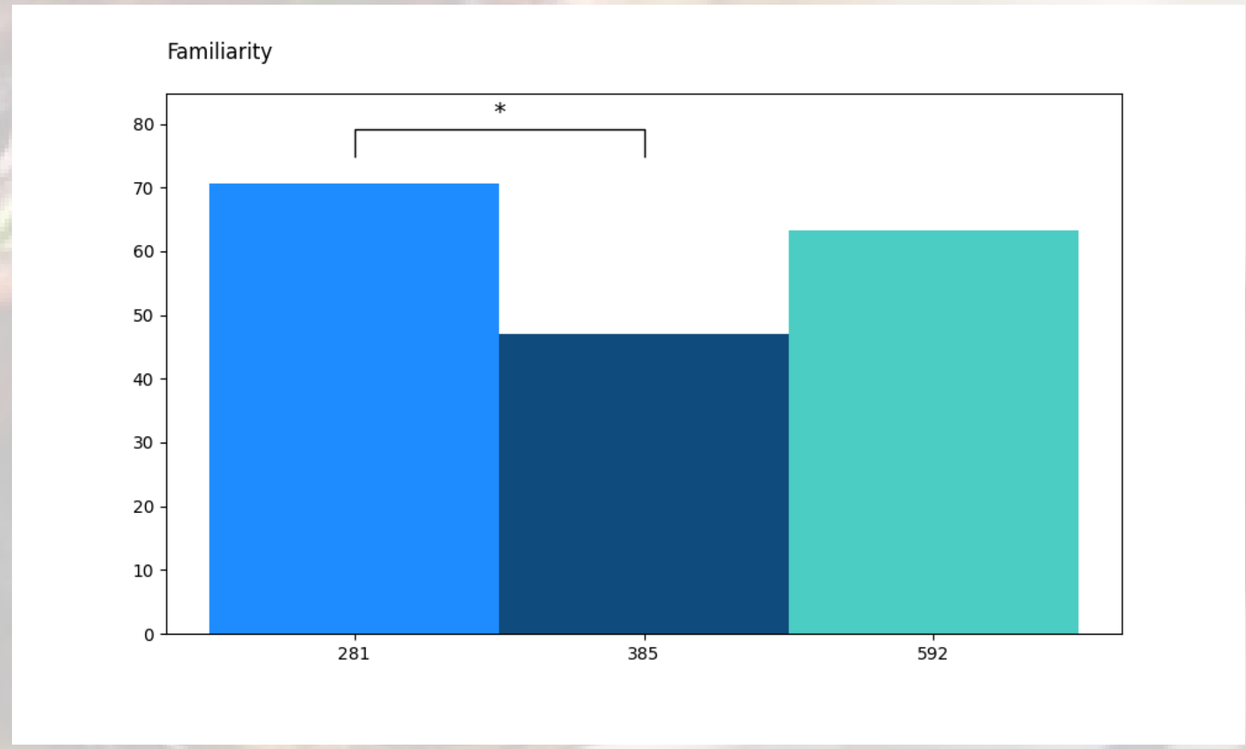


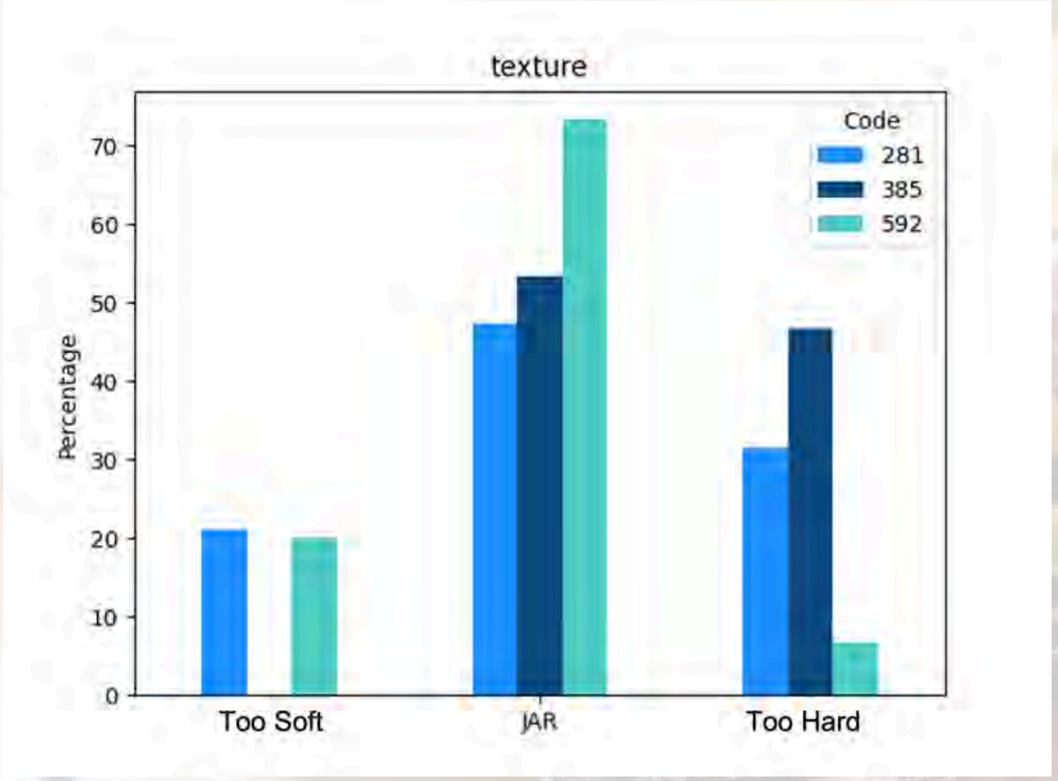
WHILST WE COLLECTED BRAIN, IMPLICIT DATA, WE ALSO ASKED IN OUR PLATFORM THE USUAL SURVEY QUESTIONS. IT WAS QUITE INTERESTING TO DISCOVER THAT OUR CLIENT'S PRODUCT WON IN LIKEABILITY IN THE BRAIN EVEN IF PEOPLE SAID IT WAS LESS FAMILIAR THAN THE BENCHMARKS.

THIS IS EXCELLENT NEWS FOR OUR CLIENT, BECAUSE IF HE ONLY USED DECLARATIVE DATA HE WOULD HAVE HAD MAYBE AN OBSTACLE IN LOW LEVELS OF DECLARED FAMILIARITY. HOWEVER, IN THE CASE OF USING THIMUS, OUR CLIENT WAS ABLE TO SHOW THE BUYER FROM THE RETAIL GROUP THAT THEIR SOLUTION, ALTHOUGH NOVEL TO CONSUMERS, WOULD BE PREDICTABLY SUCCESSFUL IN IMMEDIATE LIKING.

Product 281: Cocktail de Gambas

Product 385: Ensaladilla de pulpo

Product 592: Ensaladilla rusa con langostinos

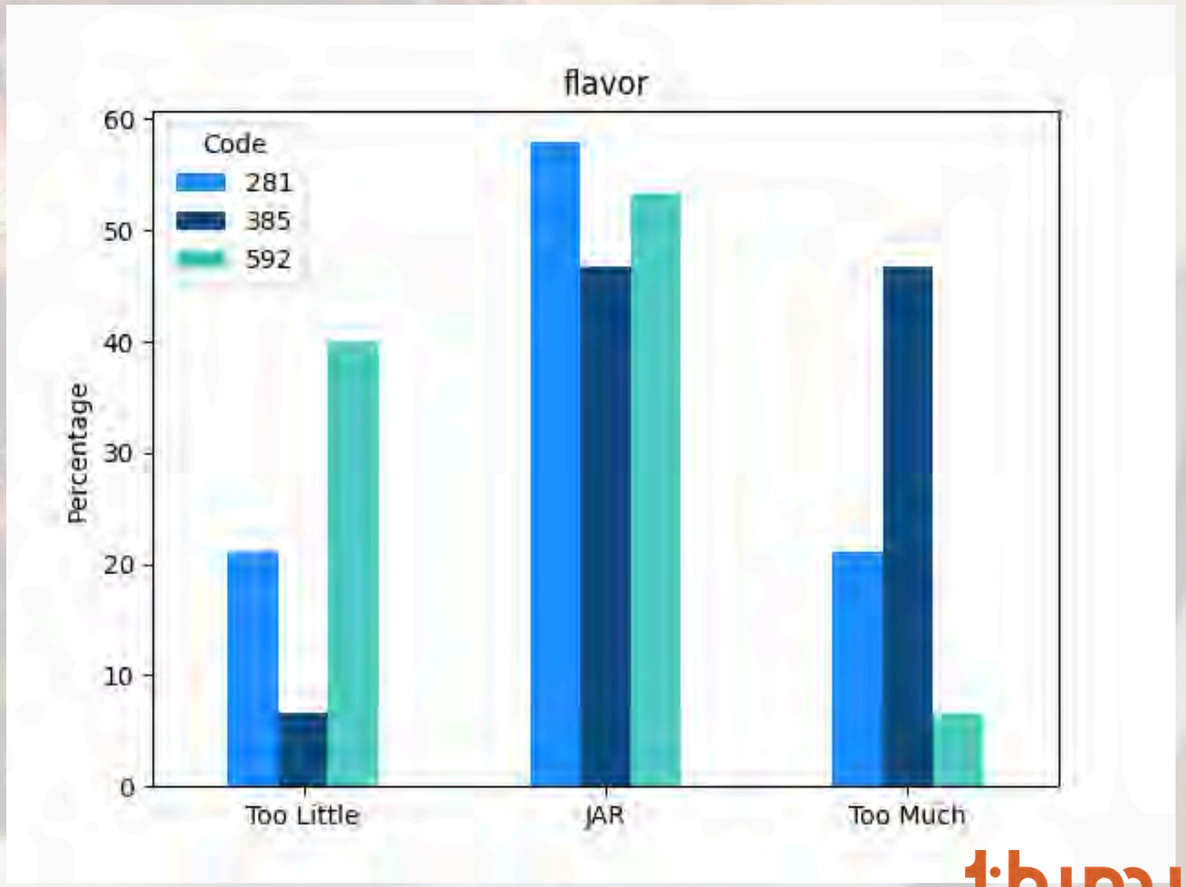


AS USUAL, BY INTEGRATING BRAIN DATA WITH WHAT SHOPPERS SAY, WE WERE ABLE TO BETTER UNDERSTAND ACTIONABLE INSIGHTS TO IMPROVE PRODUCT PERFORMANCE.

SPECIFICALLY, WE DISCOVERED THAT OUR CLIENT COULD BE IMPROVING SOFTNESS OF THE PRODUCT TO MAKE IT PERFORM EVEN BETTER.

SIMILARLY, WHEN LOOKING AT FLAVOR INTENSITY, IT TURNED OUT IT WAS ADVISABLE TO REDUCE IT AND BALANCE IT A LITTLE MORE.

ON TOP OF A VERY STRONG LIKEABILITY PERFORMANCE, THESE HINTS MADE IT POSSIBLE TO FURTHER OPTIMIZE PRIOR TO FINAL LAUNCH.



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3 WHIPPED CREAM

COMPARISON

BETWEEN A ‘CARBON NEGATIVE’ WHIPPED CREAM PROTOTYPE & COMMERCIAL WHIPPED CREAM

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GOAL & EXPERIMENTAL DESIGN

GOAL

TO DETERMINE IF A MAJOR PRODUCER OF TRADITIONAL WHIPPED CREAMS WOULD BE ABLE TO LAUNCH A NEW CARBON NEUTRAL PRODUCT THAT PEOPLE WOULD REALLY LIKE.

PRODUCTS

2947	Co2 Derived Fat (Savour)
9437	Palm Kernel Oil

A RAPID PROTOPTYE PROJECT

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TASTE LAB – 8 WEEKS FROM DESIGN TO SUCCESSFUL PROTOTYPE TESTED

Source: Food Navigator, 2025

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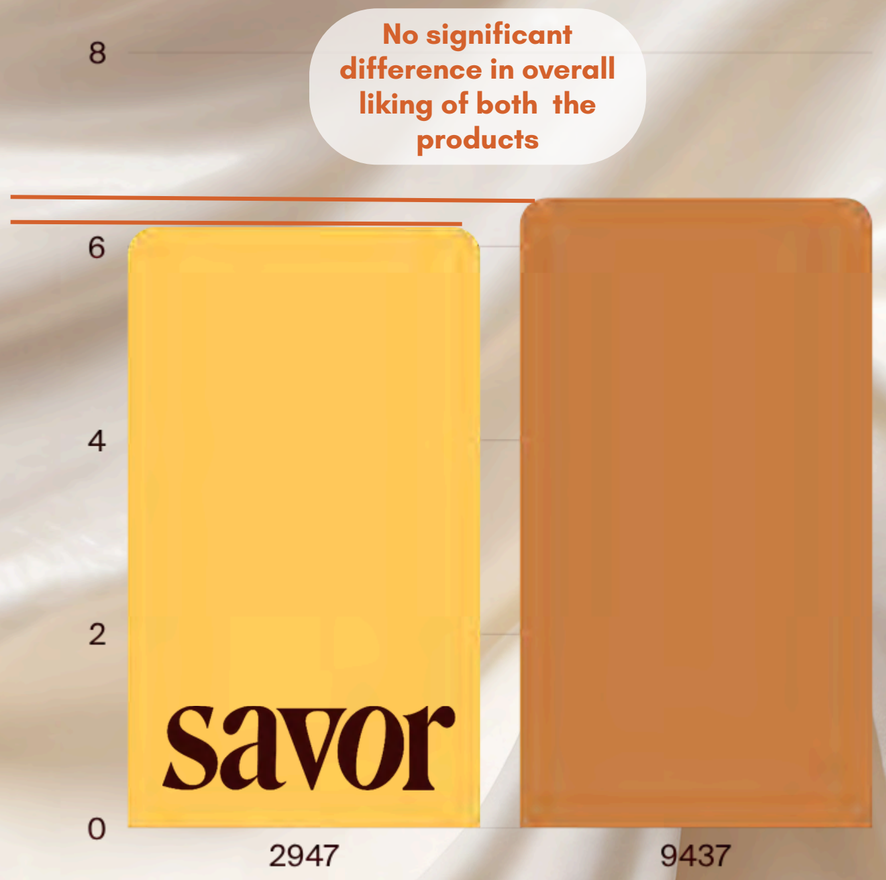
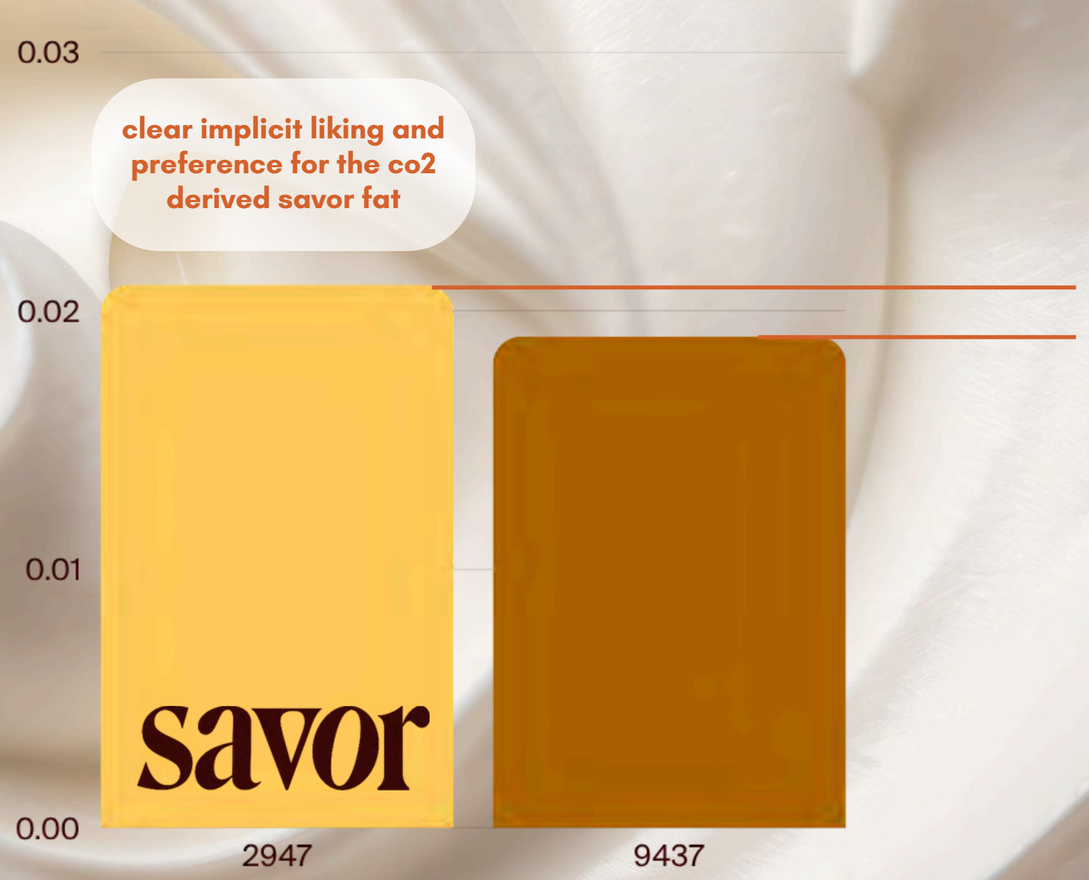
NO DIFFERENCE IN DECLARED LIKING, FAT FROM SAVOR WAS PREFERRED IN BRAIN LIKING

Declared liking



Implicit Liking



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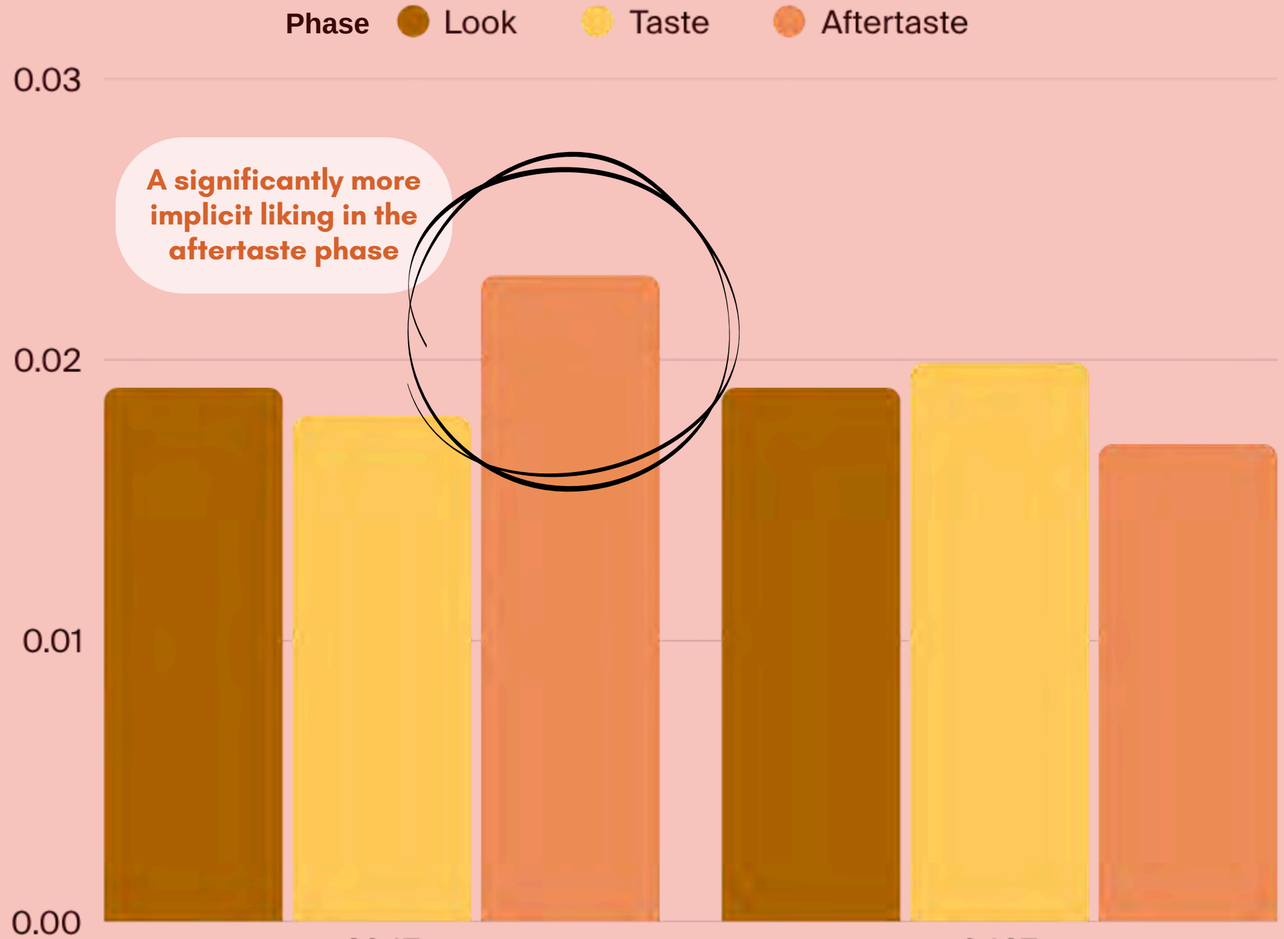
RESULTS ACROSS DIFFERENT SENSORY TASTING PHASES (LOOK, TASTE, AFTERTASTE)

IMPLICIT APPROACH BY SENSORY PHASES: AFTERTASTE IS IMPROVED !!



savor

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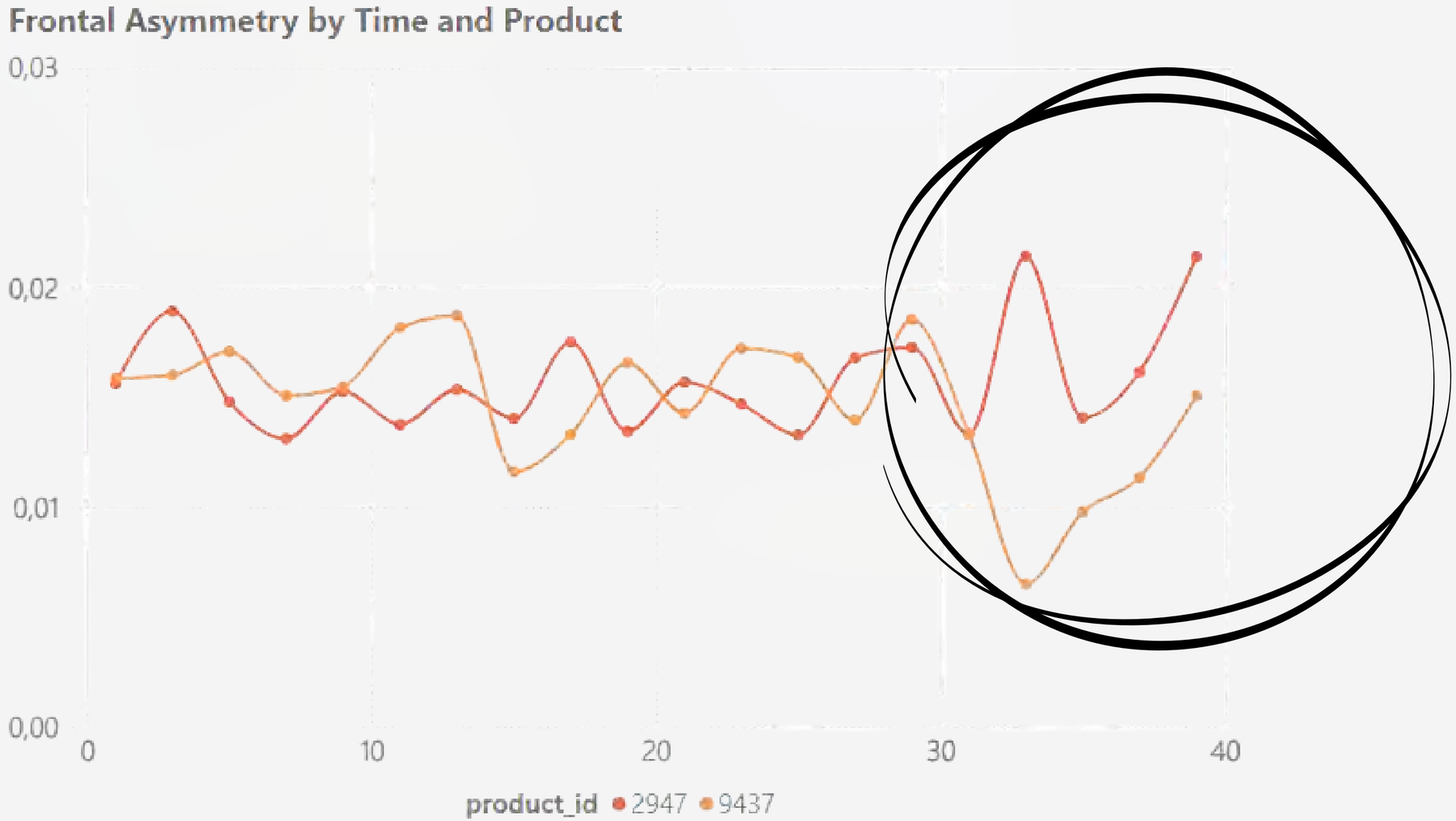
FINE TIME-RESOLUTION ALLOWS A BETTER UNDERSTANDING OF PRODUCT PERFORMANCE



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4 PLANT-BASED BURGERS

ACTIONABLE INSIGHTS TO IMPROVE LIKEABILITY OF A CHALLENGING PRODUCT CATEGORY.

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GOAL & EXPERIMENTAL DESIGN

GOAL

UNDERSTANDING HOW YOUNG PEOPLE IN EUROPE RESPOND TO PLANT-BASED BURGERS AND HOW TO IMPROVE THEM BASED ON TIME-RESOLVED BRAIN LIKEABILITY DATA.

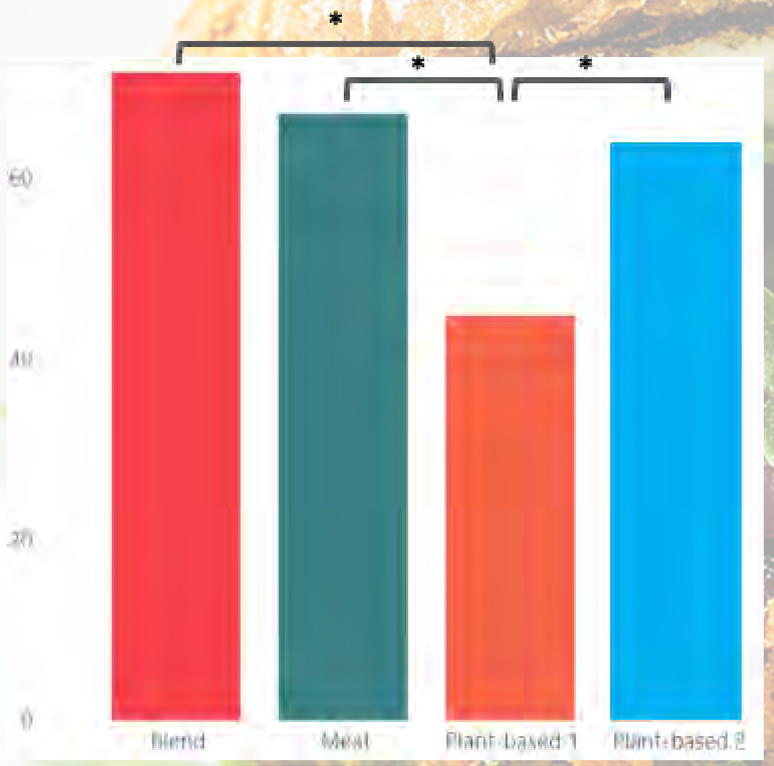
PRODUCTS

A	Animal protein
B	Meat Blend (50-50)
C	Plant-based 1
D	Plant-based 2

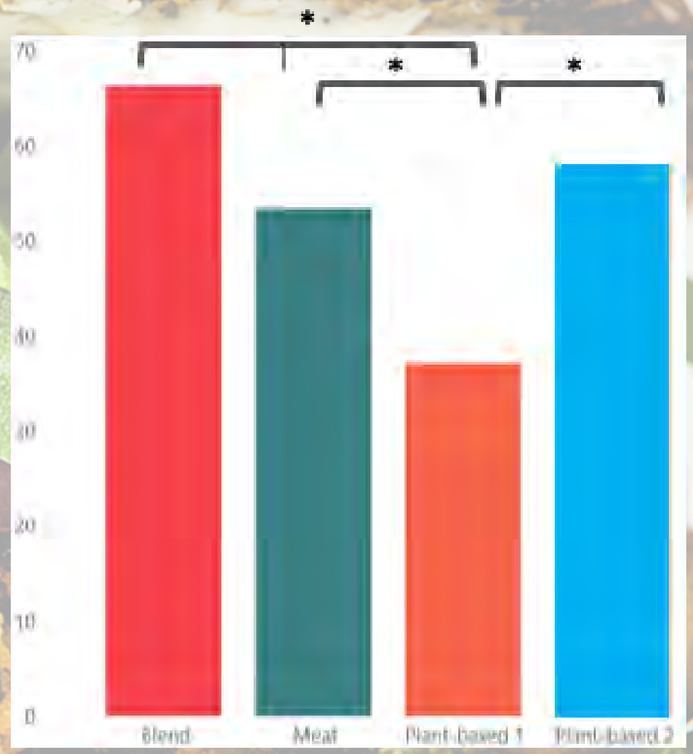
THE EXPERIENCE WAS CONDUCTED IN BLIND MODE

WHAT PEOPLE SAID

DECLARED LIKING



PURCHASE INTENTION



As shown in the chart, the liking and purchase intentions are significantly lower for plant-based sample 1.

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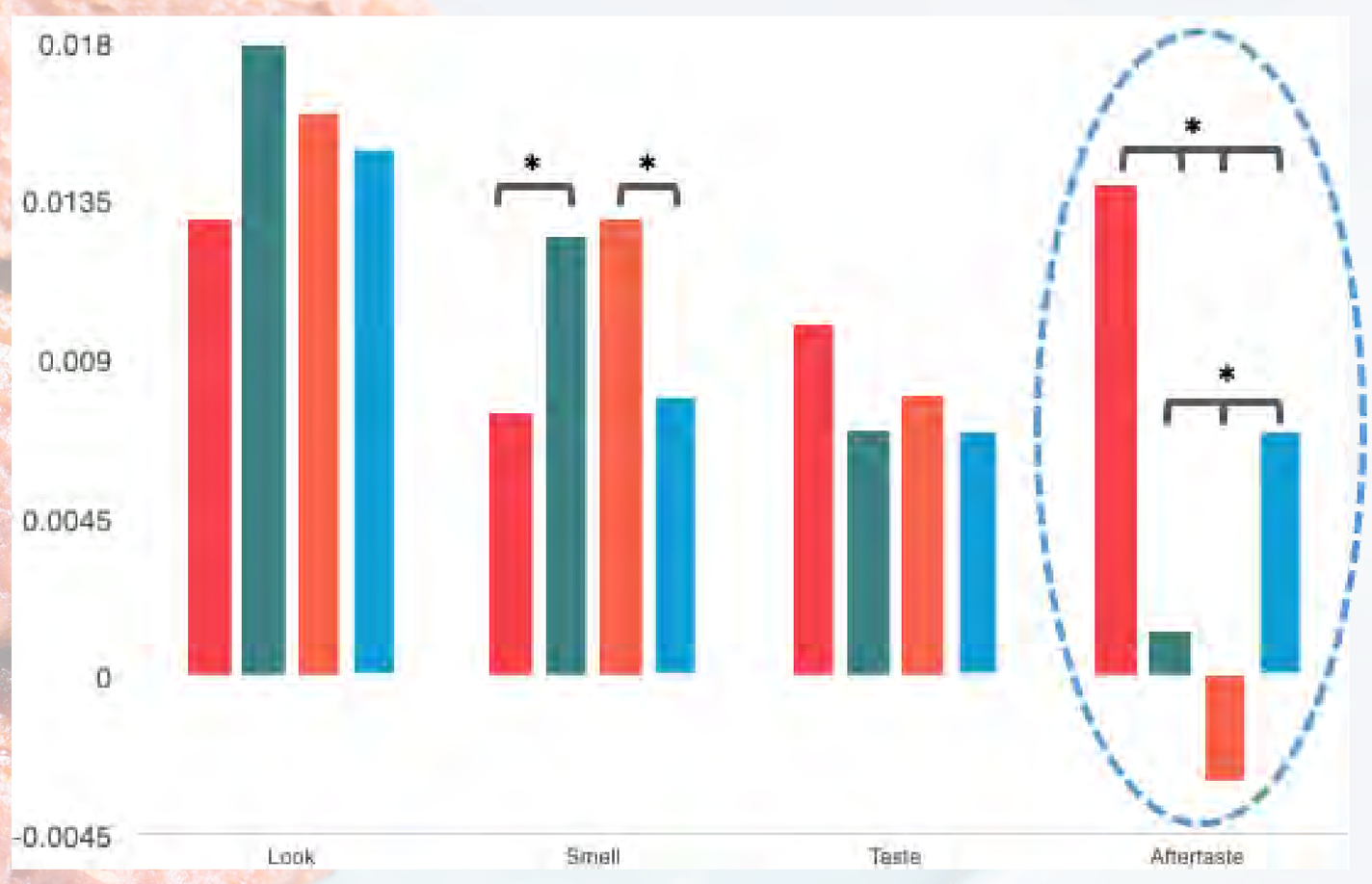
THE FULL STORY OF WHAT PEOPLE REALLY LIKED (AND DISLIKED)

WHEN MEASURING BRAIN LIKEABILITY ACROSS THE DIFFERENT SENSORY PHASES, THIMUS TECHNOLOGY ALLOWED TO WORK OUT THE MEANINGFUL DIFFERENCES BETWEEN PRODUCTS.

Implicit brain response provides a reliable time-resolution across sensory phases hard to achieve through declarative questions.

Plant-based Sample 1 shows a clear decline in liking, even leading to AVOIDANCE (see the negative values) during the aftertaste phase



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5 OPTIMIZING PACKAGING

SUPPORTING DESIGN AND MATERIAL VARIABLES TO ENHANCE PACKAGING-DRIVEN SUCCESS OF A TRADITIONAL LINE OF PRODUCTS.

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GOAL

EVALUATE SHOPPERS RESPONSE TO THE RESTYLING OF PACKAGING FOR A TRADITIONAL AND VERY FAMILIAR LINE OF PRODUCTS.
TEST THREE VARIATIONS OF THE NEW DESIGN TO NAIL THE PREFERENCE OF SHOPPERS.

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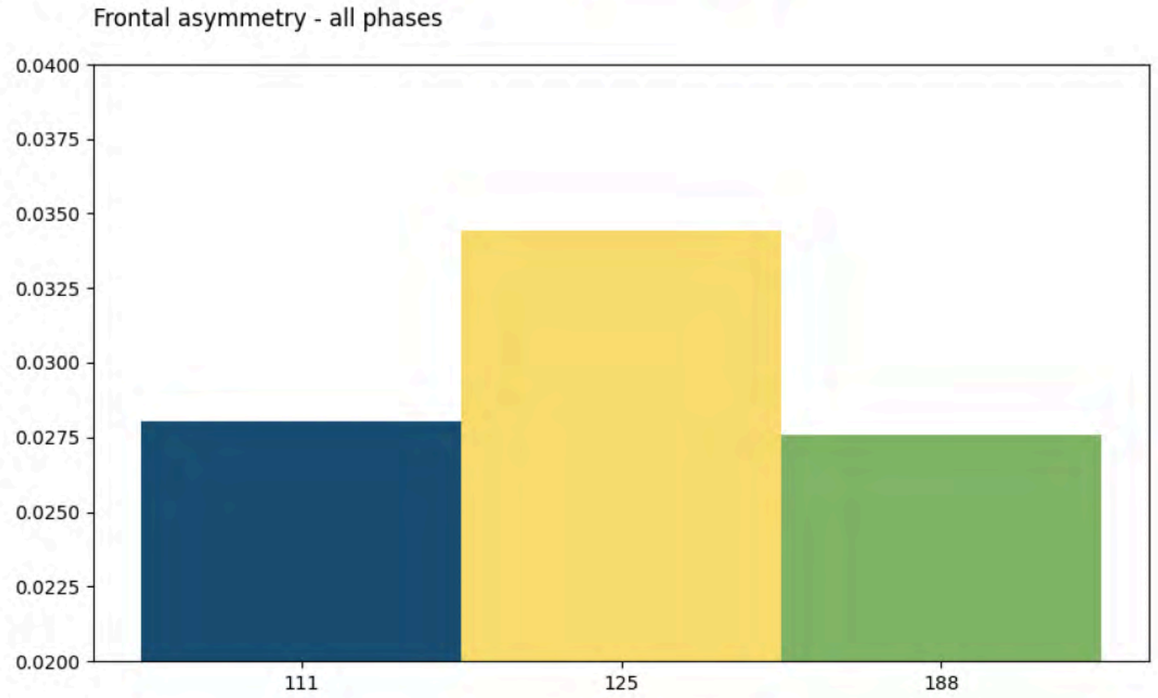
THIMUS DATA MADE IT IMMEDIATELY CLEAR WHICH ONE OF THE THREE DESIGNS WAS A WINNER



The overall likeability measured in the brain of shoppers allowed to quickly identify the winning design.

This is a very direct way of having a clear preference answer to avoid costly mistakes when launching a new packaging, knowing how impactful it has on consumer choice.

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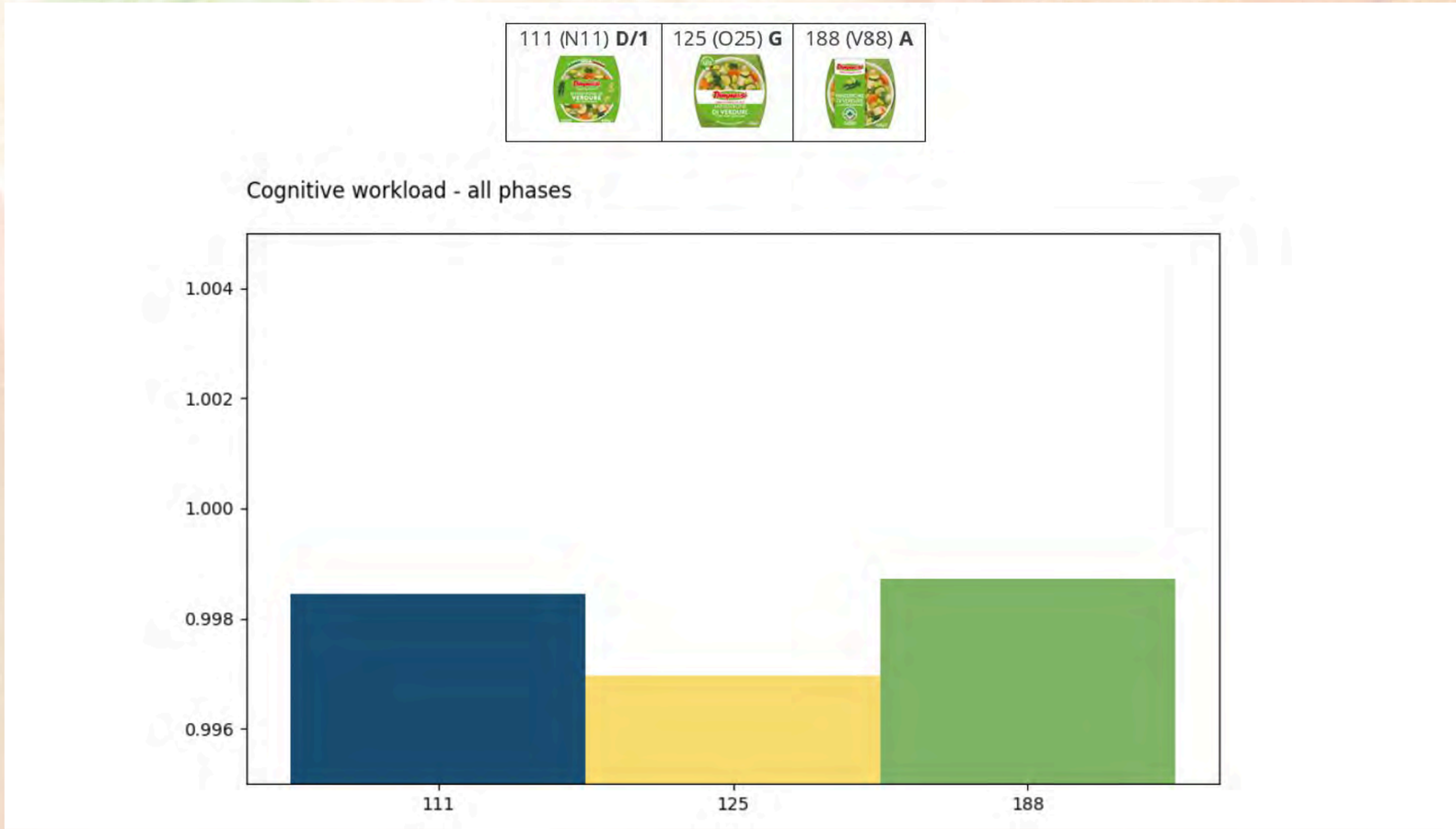
ASSESSING THE KEY ELEMENT OF FAMILIARITY

As it turns out, the implicit measurement of brain familiarity with the new design plays a great role in understanding which one is preferred.

Shoppers like options that don't confuse them with new designs that would make a solid product unrecognizable. The key was here to assess how familiar the winning pack would be.



A VERY SUCCESSFUL CASE

- **PRODUCT OF THE YEAR 2026 – VEDERE SOUPS**
- **THIMUS INSIGHT SUPPORT**
- **12,000+ CONSUMER VOTES (ITALY)**

Awarded "Product of the Year 2026" in chilled ready meals after packaging restyling. The project used **Thimus consumer insight technology to create** a clearer, more distinctive and recognizable pack, confirming the value of an insight-driven collaboration between design, R&D and marketing.

THE REVOLUTION OF MEASURABLE FOOD EMOTION IS HERE.

READY TO JOIN ?

INFO@THIMUS.COM

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