Centrum Category Assessment DOL Work

* Background
  + The Centrum team is completing a category appraisal to better understand how Centrum products perform against key competitors in the supplement area. The team wishes to identify potential areas of improvement for both tablets and gummies. The Centrum team would like to understand, in depth, all of the sensory properties associated with the brand and main competitors.
* Objectives
  + Determine how Centrum’s products compare to key competitors.
  + Fully characterize the Centrum products and key competitors.
  + Link consumer results to sensory data.
* Hypothesis
  + Attributes like ease of swallowing, size, and aftertaste will drive liking for tablets. Texture attributes like cohesiveness and number of chews, along with taste and flavor attributes like sweetness, bitterness, and specific flavors (orange flavor, berry flavor, etc.) will drive liking for gummies.
* Timeline
  + Raw data
    - Tablets – 3/12
    - Gummies – 3/26
  + Reports
    - Tablets – 3/26
    - Gummies – 4/9
* Expected outcomes/action on results
  + Clear definition on what are the key attributes the team needs to focus on for Centrum products, and what would be the potential level of optimization. This will feed the renovation plan for tablets and gummies that Centrum has in place for 2023. There is potential to follow up this work with an IPM afterwards.
  + Determine which attributes our competitors superior or inferior in, and if there is any opportunity for us to further explore new claims.
  + Understand if the drivers of liking and disliking vary across brands and, if yes, if there is any opportunity to identify some area that could bring a competitive advance.
  + Possibly help create new ideas for pipeline.
* Creation of gummy prediction model
  + It is also a goal of the team to create a model that can predict liking of products using sensory panel data.
  + For gummies, this model should be created using this category gummy work, and the organic and benefit gummy projects that have already been completed.
    - This will allow us to, in the future, input prototype results from the sensory panel and predict the overall liking scores that they would receive in a consumer study.