



# 'Better for You' Desserts



## Exploring 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.



### OUTCOME

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

Alternative brand extensions (artisan / premium) were identified for development.

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