



SITUATION

A food company's cross-functional team sought to grow market share and mental availability of their brands by understanding the social, emotional, and cultural dynamics related to snacking among Black consumers in the United States.



ADM Insights & Strategy METHODOLOGY

Comprehensive Literature Review,
Digital Homework Activities, Qualitative
Online Dyad Interviews, Qualitative In
Context Interviews, On-Site Socialization
Workshop



RESULT

Flavor, form, and texture insights led to the launch of 5 new products. New promotional and in-store tactics were informed by untapped, culturally grounded occasions for the categories.

Food & Beverage

