



Clean Label Enthusiasts™: Community and Ongoing Research

Heightened consumer “sensitivities” toward ingredients and clean labels is rapidly impacting buying behavior. This free-from movement poses many challenges to the food industry requiring new insights to know how to respond. To serve the insights needs of the food industry, InsightsNow has formed a research community of Clean Label Enthusiasts™ (CLE™), those consumers underlying the free-from movement. By measuring CLE™ Implicit Responses to ingredients in the context of an application, we can quantify what ingredients are perceived as fitting with a clean label. These metrics and associated insights will be summarized into quarterly reports to monitor and understand the whys underlying the evolution of the free-from movement. Further, we are providing CLE™ Community Engagement Services to rapidly and cost-effectively help you gain insights from this community to know how to overcome your clean label challenges.



Quarterly Reports

Through the Clean Label Enthusiasts Community, you will gain deep understanding into the drivers and motivators of consumer behavior associated with the free-from food movement through syndicated research released on a quarterly basis. Some of the overarching issues and questions we will be examining include:



- Tracked sentiments and implicit responses from the CLE™ community with regard to baseline and new ingredients of interest to member subscribers.
- Highlights for how specific classes of ingredients being offered by ingredient manufacturers are helping food companies overcome their clean label challenges.
- Insights into the evolving beliefs among CLE™ community about preservatives, colorants, flavorings, sweeteners, thickeners and other functionally important ingredients to the food industry.
- Insights into how best to name ingredients to minimize avoidance reactions within the context of food or beverage applications.
- Key new concerns and desires for ingredients among CLE™ community, and new insights into what are the tradeoffs that CLE™ community members are willing to make based on perceptions of clean label.
- Insights into where CLE™ are getting their information about ingredients. What websites are they frequenting? What content do they trust? How are they fact checking?





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CLE Subscribers

Be part of the group of food and ingredient companies that subscribe to quarterly reporting from Clean Label Enthusiasts. Not only will you get the best insights available, you will get to provide valuable, business-changing input into what baseline reactions to ingredients and products will be tracked each quarter. Further, Founding Members get these special services.

- Name ingredients to include in the CLE™ database for the development of norms for what is considered a clean label ingredient. (Non-founding members will get to name 30 ingredients.)
- Guidance to influence how to construct quarterly reports to be of greatest value to the food industry.

CLE Community Engagement Services

In addition to the quarterly reporting available with an annual subscription, InsightsNow is offering specific approaches to allow you to engage deeply with the Clean Label Enthusiasts community to build your proprietary knowledge. Uncover valuable behavioral insights for product success with these services:

- **CLE™ Quick Ingredient Test** – Get 100 reads from CLEs on reactions to up to seven ingredients in up to three food applications
- **CLE™ Question of the Day** – Get fast answers from CLEs to a single question on a topic of interest or concern
- **CLE™ Online Focus Group** – Engage with up to eight CLE members for up to an hour to delve into a topic of interest or concern
- **CLE™ Bulletin Board** – Send CLEs on missions or activities where they post their findings and behaviors through video, pictures and stories
- **CLE™ Custom** – Work with InsightsNow research consultants to customize research for your unique insights needs



Reach out to us today to get started on your next innovation!

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