



Clean Label Enthusiasts™: Community Research Services

Delivering Faster, More Informed Clean Label Decision Making

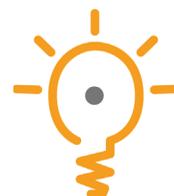
Heightened consumer “sensitivities” toward clean labels is impacting buying behavior in the marketplace more and more. This unique CLE community from InsightsNow is made up of these “forward thinking” primary shoppers in this rapidly growing consumer segment—with distinct points of view about ingredients, claims and brands. While the free-from movement poses many challenges to the food industry, the CLE community gives you the opportunity to quickly find answers and insights to solve your business challenges—and respond in an agile and effective manner to consumer demands.



Getting Clean Label Insights, Faster

When you gain access to the CLE community you get to the “whys” of free-from behavior, faster—and that’s essential in today’s fast-moving, consumer-driven marketplace. Custom research and interactive tools allow you to instantly tap into insights about how ingredients, claims and brands are influencing shopping behavior. By custom segmenting the CLE community according to your own business needs, you cost efficiently access your own target consumer groups to quickly answer questions. And CLE behaviors and underlying motives are tracked for you through quarterly behavioral reports.

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**CLEAN LABEL
ENTHUSIASTS™**

An InsightsNow Community

And now you have access to this community to help you succeed in market, faster...

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Your Renewable Access to the CLE Community

Your Custom CLE Interactive Workspace

The CLE workspace contains a wealth of information into what ingredients are perceived as “clean” using an innovative behavioral metric called a “Clean Label Score.” You are able to overlay this rich scoring data with your own custom business and target audience segments—providing a powerful, new, interactive tool for rapid decision-making.



Quarterly CLE Industry Reports

In addition to having access to the CLE community for your own specific, granular research needs, the tracked behaviors and underlying motives detailed in quarterly CLE behavioral reports allow you to deeply understand the evolution and current trends of free-from movement behaviors.



Custom Engagement for More Agility in Innovation

CLE Community Engagement Services allow you to rapidly answer your custom research questions, at preferred rates. These exceptionally fast turn services support your learning sprints throughout any innovation initiative. These specific approaches, like Quick Ingredient or Claim Testing, allow you to build proprietary knowledge.

Define What is “Clean” with Behavioral Scoring

Using a unique behavioral scoring system, every ingredient, brand, and claim receives a “Clean Label Score” for moments of anticipated use within consumer products categories.

The Clean Label Score is based on implicit behavioral science techniques to gauge avoidance or acceptance of ingredients, brands and/or claims from either an emotional or rational reaction. By uncovering sensory cues that signal “approach” or “avoid” through emotions such as fear, hope or desire, you avoid the inaccuracy of direct Q&A responses and yield more accurate predictors of behavior.

Clean Label Scoring helps you determine solutions to challenges such as what ingredients to display, what claims will result in the greatest resonance with your target, what contexts of use are associated with brand choice among various segments, and more.



Reach out today for your personalized CLE demo,
and see what access could mean for your business!

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