

Kickin' Up Jimmy John's Menu

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Who is Curion?

Curion is a full-service product and package consumer insights firm focused on driving impact for your business. We mitigate risk of marketplace failure by ensuring that only products of quality and character will be introduced to the market, providing repeatable delight to your consumers.

We drive impact for top F500 firms



FOOD & BEVERAGE

Claims Substantiation
Consumer Experience
Food Quality Assurance
In Context Food Experience
Prototype Selection
Product & Packaging Optimization
Shelf Life
Usage, Attitude and Behavior



PERSONAL CARE

Application and Removal
Beauty Panel Development
Claims Substantiation
Consumer Experience
Longwear Durability
Product Selection and Optimization
Shade Matching



HOME CARE

Claims Substantiation
Consumer Experience Journey
Durable Packaging Assessment
Fragrance Evaluations
Prototype Selection
Prototype Optimization
Safety & Efficacy expectations
Usage, Attitude and Behavior



QUICK SERVE RESTAURANTS

Consumer Experience
Menu Development
Menu Optimization
Culinary Prototyping
Food Quality
Food Experience
In-Restaurant vs Take Home Experience
Claims Substantiation



LIFESTYLE GOODS

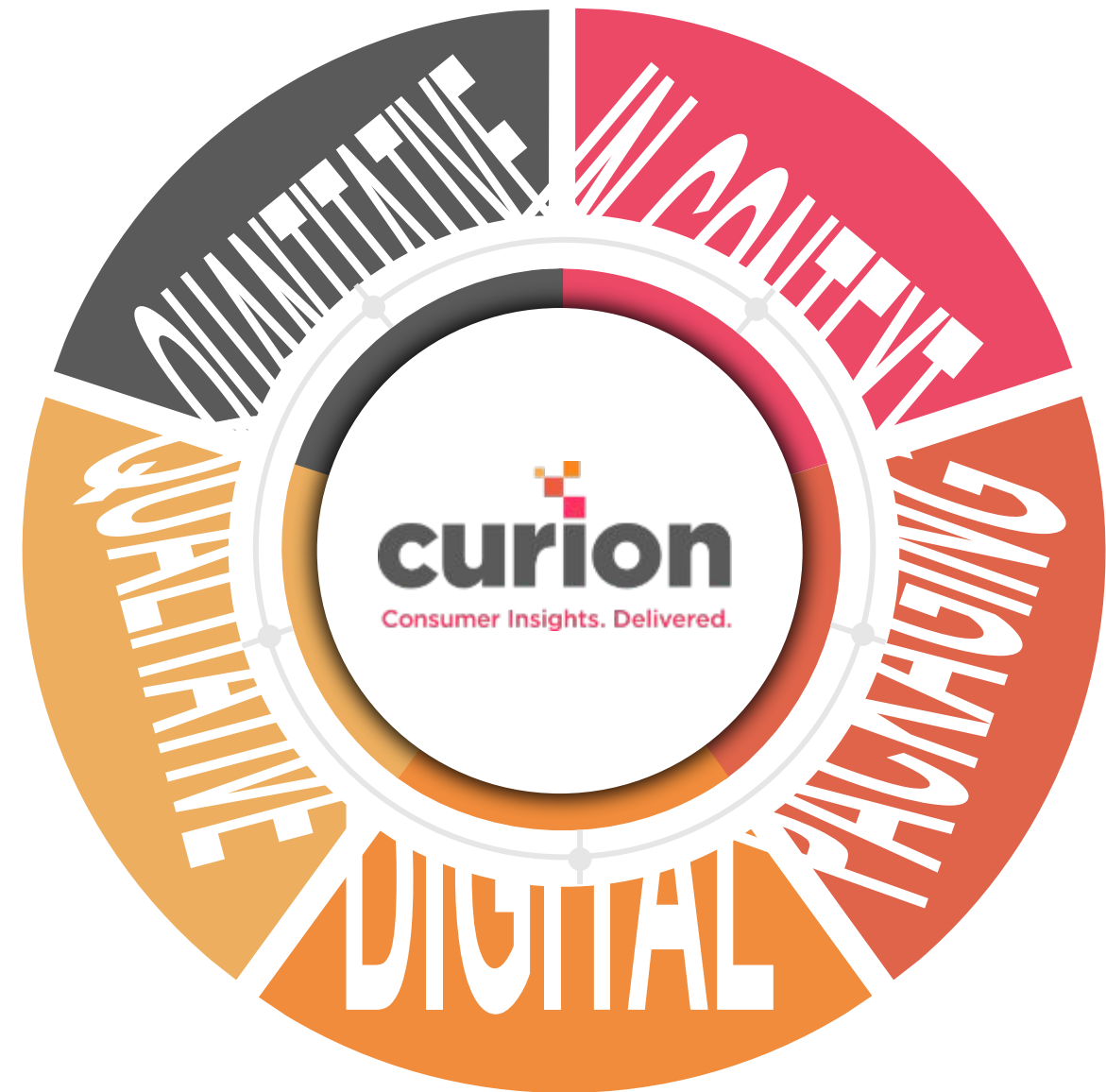
Attitude and Behavior
Claims Substantiation
Consumer Experience Journey
Durable/Storability
Ease/Usability
Functionality
Product/Packaging Selection
Optimized Packaging
Quality Assurance

DESIGN: A HOLISTIC APPROACH TO RESEARCH

Consumers are complex, and sometimes a single survey, series of focus groups or an individual video diary are not enough to capture the insights needed.

With a holistic approach, we design a custom solution leveraging the right methodologies and tools.

The result: better targeting, better positioning, better strategy, and more impact.



A group of people are shown in a social setting, eating chicken sandwiches. In the foreground, a man with a beard and glasses, wearing a white hat, is smiling and holding a sandwich. Behind him, a woman with glasses is also smiling and eating. To the right, another woman is eating a sandwich. The background is blurred, suggesting an outdoor or semi-outdoor event.

KICKIN' CHICKEN UP A NOTCH

JIMMY JOHN'S JOURNEY



INNOVATION RISK MITIGATION

Limited Time Offerings (LTO) are a proven strategy to allow the brand to innovate, drive revenue and NOT upset their base. In the past Jimmy John's kept to their core menu, but in 2020 they decided to explore LTOs.





WHAT MAKES A KICKIN' LTO

THE PLAN

Letting Our Customers
Guide the Way



102 Consumers



1h Quantitative Taste Test



Curion Atlanta



Which of the three new sandwiches is the best?

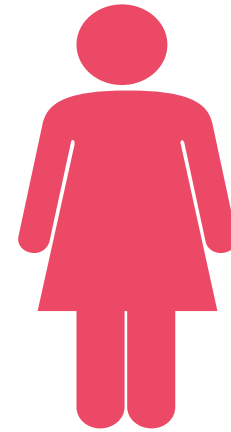
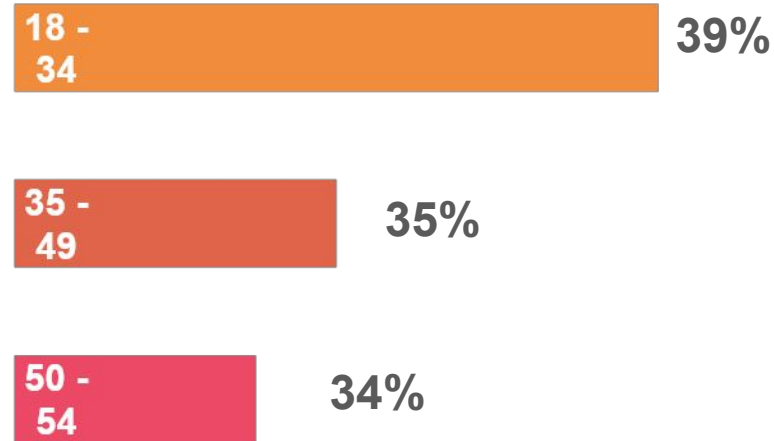


What are opportunities for recipe refinement?

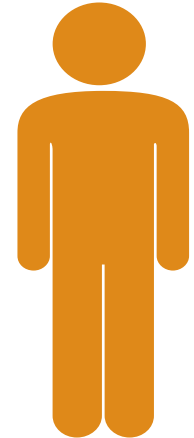
TARGET THE RIGHT PEOPLE



AGE GROUPS



50%
Female



50%
Male

THE COMPETITION WAS FIERCE



MONTE CRISTO



SMOKE D CHICKE N



CHICKE N CAESAR

WHAT DOES GOOD LOOK LIKE

Italian Night Club, a proven winner from the core menu, was used as the benchmark



WHAT NEXT

Recipe optimization



Consumers like the amount of peppers



Consumers want more avocado

SMOKIN' KICKIN' CHICKEN SANDWICH



THE SECRET RECIPE FOR A KICKIN' LTO



**VOICE OF THE
CUSTOMER
EARLY & OFTEN**



**NOT JUST A
TASTE TEST,
BRAND
INTELLIGENCE**



**INCREASED
SPEED &
DECREASED
RISK FOR
INNOVATION**

THANK YOU

