

ANDROS & HORIZON

How the leading F&B company Andros validated **which new flavour** to bring to market next



"Horizon is simply a no-brainer for any strategic product decision."

Mirco Bastiani

Director Marketing and R&D Ambient
Andros Deutschland GmbH

With **Horizon**, Andros was able to:



Acquire behavioural consumer data at scale



Understand which flavor the consumers are interested in most.



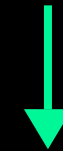
Consumer-validate a strategic product decision in fewer than 5 weeks

Andros has carved a distinct niche in the market by offering flavorful and innovative vegetarian and vegan food options, catering effectively to the increasing demand for high-quality plant-based foods. Its commitment to taste, nutrition, and sustainability has positioned it as a notable player in the thriving plant-based food sector. Now, aiming for market research to align with consumer preferences, they seek methods that are:

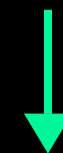
- **Fast**
- **Reliable**
- **Quantifiable**

This is where Mirco Bastiani, Director Marketing at Andros, found Horizon to consumer-validate their product decision with behavioural data.

They planned to add a new flavour to an existing product line



They needed to understand which flavour options consumers are actually most interested in



Behavioural research with Horizon helped identify the flavour indicating the strongest purchase intent by consumers

ANDROS**H**

The Horizon team have really helped guide us through this new consumer research method and uncover this new opportunity to validate product decisions.

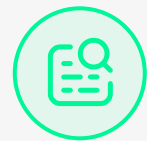
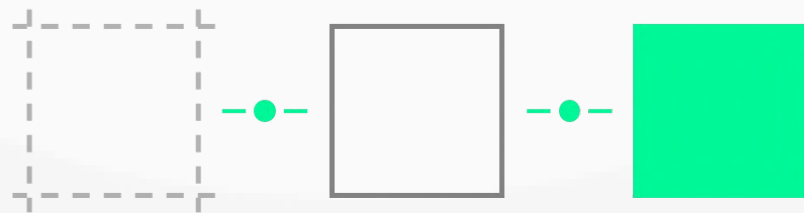


5 of 5 star rating for Horizon's research services

90 NPS

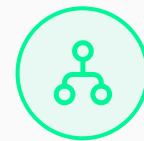
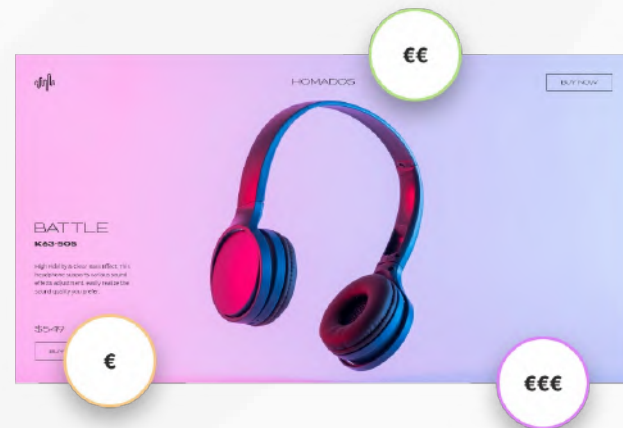
90 Net Promoter Score (NPS) across the Andros team

From client brief to consumer-validated insights in only five weeks



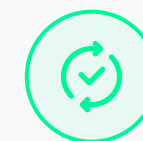
Research question

Developing the question you are trying to answer with this research to give it a focus.



Test design

Designing the variants of landing pages and ads, then developing them into working pages.



Field time

1 week of time for the collection of data, which can be viewed in real-time in the Horizon dashboard.



Insights

Uncovering the behaviour of consumers on the landing pages and drawing the story out from that.

The test setup and stimulus Andros used to consumer-validate flavour preference



Participants

3,138

Field Time

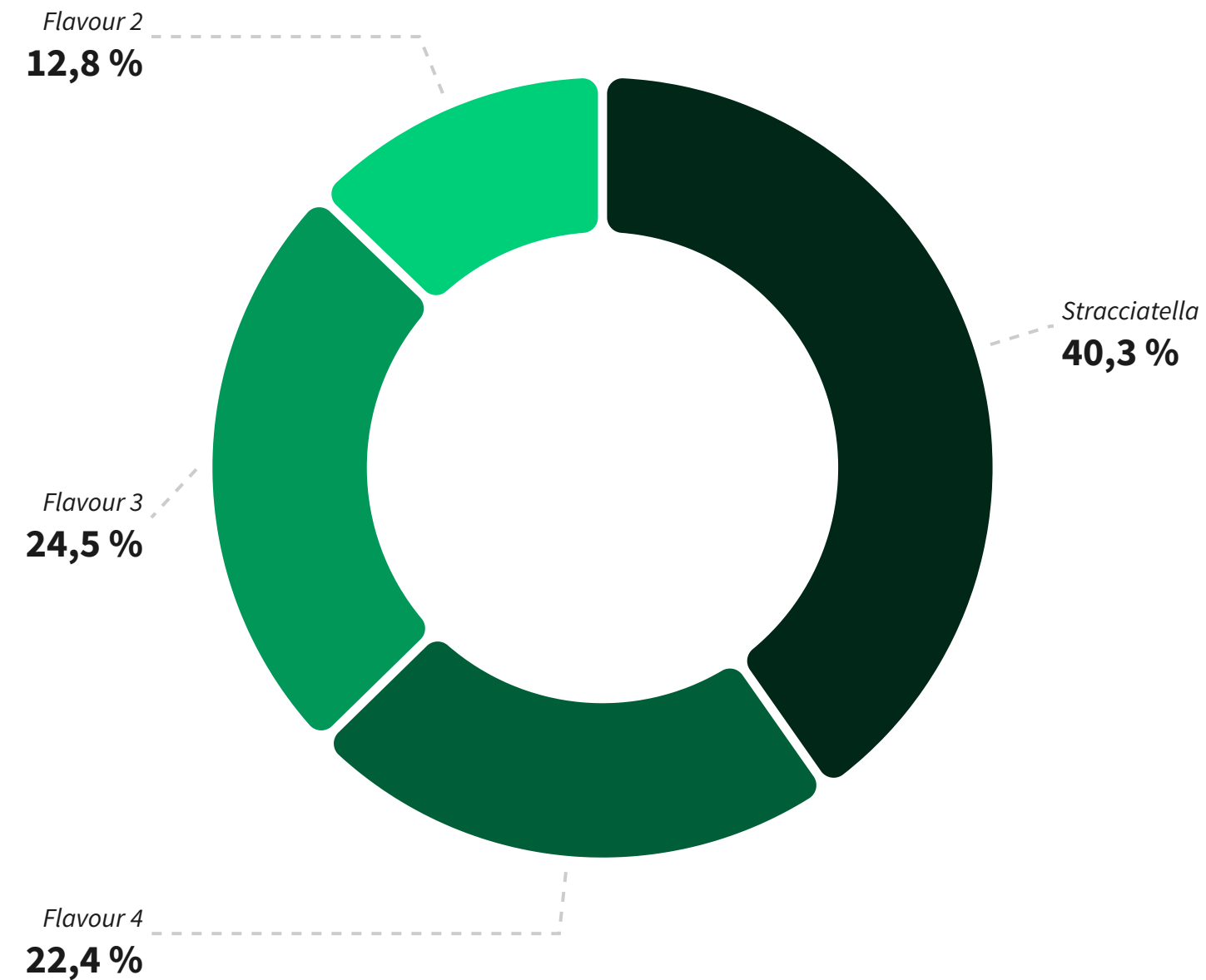
7 Days

Variants

4

Ad Budget

2,567€



This was a deep-dive into real-world consumer demand for a strategic product decision. The aim was to determine which flavour shows the highest purchase intent through consumer actions on the landing pages.

3,138 consumers participated in the *behavioural research*, set up as a four-variant test in the German market. **The research identified that 40.3% of consumers chose Flavour 1 (Stracciatella) as their favourite flavour in the attribute selection step.**

The research enabled Andros to obtain behavioural consumer data and derive purchase intent insights to understand what product variant to introduce to the market.

Thanks to purchase intent insights from Horizon, Andros unleashed the flavour with the highest consumer demand to the market.

JETZT
PROBIEREN

UNSERE
NEUE
SORTE



STRACCIATELLA



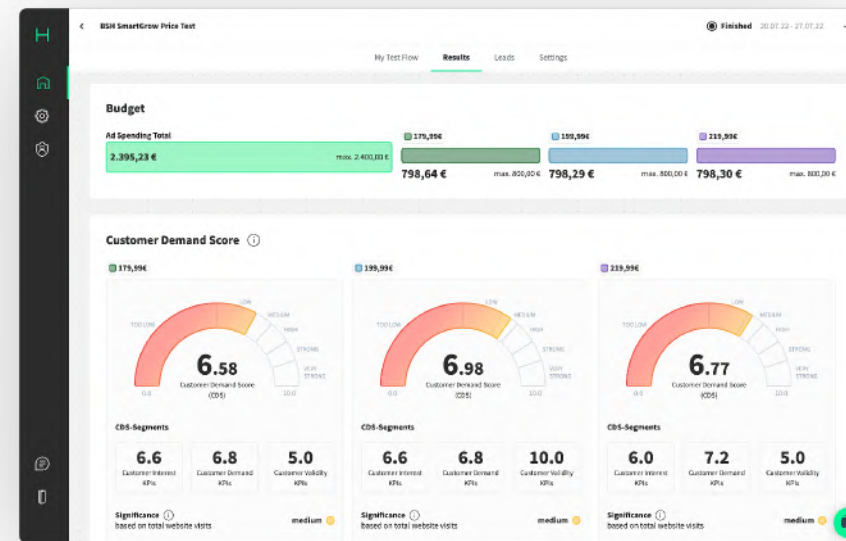
Behavioural research design handbook

Learn how to gather insights like Andros did through behavioural research

[DOWNLOAD NOW](#)

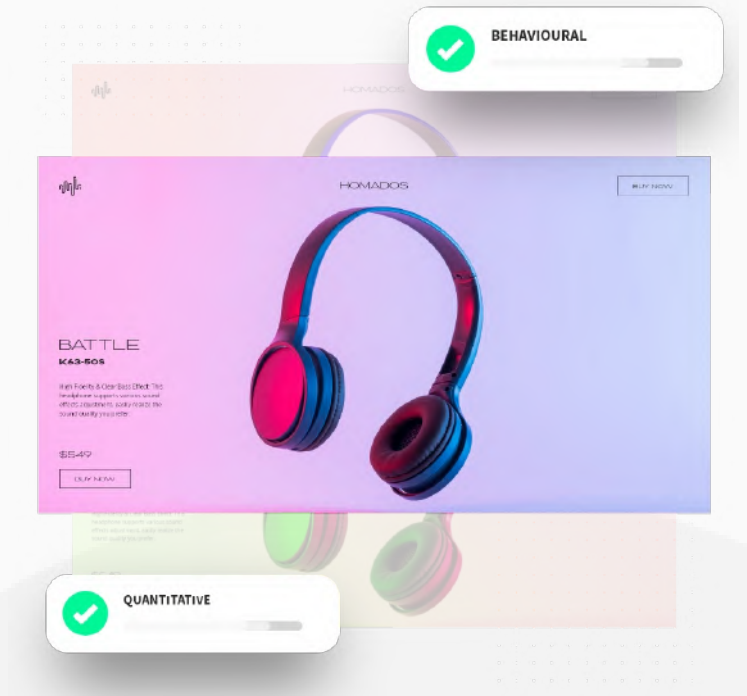
Understand the true purchase intent for your product decisions

See how Horizon can help you consumer-validate your product decisions

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Learn how to uncover purchase intent yourself

Read our complete guide to fake door tests to see how to setup your own behavioural research.

[LEARN HOW](#)

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