Behavioral Snackenomics:
Applying Behavioral Economics Principles to Create a Delicious New Product Category
How can we use Behavioral Economics to help develop new products?

*Two main methods:*

1. **Identify a niche that a new product can fill**
2. **Refine the new product to make it as behaviorally sticky as possible**
Finding the Niche
Our client came to us with a simple request:

• “Please help us develop diet versions of our classic comfort foods.”
• Is it doable?
• Is it wise?
What is the modern woman’s life like?

- Exhausting!
- Overwhelming!
- Filled with conflicting options!
Can Behavioral Economics Help Us Lose Weight?

• Absolutely!
  – [https://www.stickk.com/](https://www.stickk.com/)
• Decision fatigue necessitates solid choice architecture
  – Invisible changes have the greatest impact
  – When things are complex, simplifying the range of choices makes decisions feel better
  – Feedback is critical
Refining the Product
What’s the solution?

• The same foods that you love, just smaller
• Snacks that make you feel like you’ve chosen to spend your calories well
• Presented in a package that “feels right”
• A box that shouts, “I’m an easy win!”

RESULTS:
• Record-breaking BASES score
• Excellent, sustained sales
• A category now worth over $1B
How to Design Behaviorally-Sound Research

• We often know more than we realize
• We know our customers’ lives and desires
• We know what our customers DON’T want