



# INNOVATIVE RESEARCH IN THE AGE OF COVID

RESEARCH CHALLENGE:

CLIENT NEEDED TO CONDUCT  
ETHNOGRAPHIC RESEARCH...





DURING COVID.

# CLIENT OBJECTIVES

**Pladis North America contracted Horowitz Research to conduct a study to understand the in-home experience of consuming Flipz®.**

**This demands in-home observational research**



I Spy...





# ETHNOGRAPHIC RESEARCH AMONG HOUSEHOLDS WHO REGULARLY EAT FLIPZ®

- »»» Mix of household incomes, ethnicities, and employment statuses
- »»» Spy on household members taking notes/observations, photos, and videos *Flipz*® eating behaviors
- »»» “Collect intelligence” about *Flipz*® habits, preferences, and new ideas



# HOW WE DID IT

## Online Community

Observational Experience:  
Week-long online virtual  
ethnography, “I Spy Flipz®.”

- » Delve into participants’ lifestyles
- » Gained insights into snacking habits and relationship to Flipz®



## IDIs

Sensory Experience: A  
60-min virtual family  
interview

- » “Wine-tasting” of Flipz
- » Chose images representing sensory experience





# I spy with my little eye...





# Eating a Flipz® was about...

Savoring the moment

Escapism in the age of COVID



# On the surface, eating Flipz® seems ordinary

## But it's actually an emotional, sensory thrill

*Deconstructing experience based on smell,  
texture and taste*

“

*“When I'm eating those, that white chocolate, it just melts in your mouth. And after you get that sweetness, and then that saltiness of the pretzel, like, the combination is really good.*

*It's an addicting type reaction for me.”*

*– Black Respondent*





# THE Flipz® BOOGIE!

How did it



# CLIENT OBJECTIVES WERE MET

- Helped understand the role that the core Flipz® product plays in household and family snack consumption
- Informed development of the new Flipz® “brand house” which will inform marketing, advertising, and positioning of Flipz®
- Identified opportunities for new product innovations that are currently under development





Thank you.

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