

Insight, Culinary & Content Development



Noble worked directly with Burger King® to create the BK Bacon Sundae. Noble created the insight-inspired concept and took it through culinary development, the Vendor Summit, and operational market test. Burger King introduced it as a popular summer LTO that helped increase its overall menu quality perception from 24 to 58.

Bacon Sundae Boosts BK's Quality Perception from 24 to 58
—June 2012

Ice Cream



CATEGORY NEEDS

Revolutionize the QSR ice cream treat offering through development of signature dessert offerings that were best-in-class, focused on culinary creativity and grounded in key consumer insights.

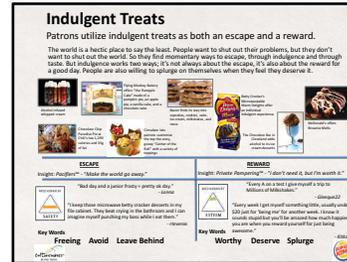
What Consumers Want



LIFE INSIGHT

People crave change and adventurous eating, even if it's something they're already familiar with. Kick it up a notch and make it memorable.

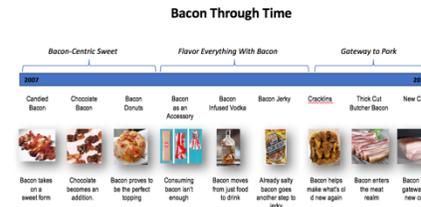
What Consumers Eat



INDULGENT TREATS

Patrons utilize indulgent treats as both an escape and a reward and are looking for an added attraction.

Leveraging Early Identification of Trends



MENU DEVELOPMENT

- BK Bacon Sundae

Bacon finds its way into cupcakes, cookies, cake, ice cream, milkshakes, and more. It was time to bring bacon to the dessert menu, which led to creation of the Burger King Bacon Sundae.

Creating an Engagement



INNOVATION



Engagement occurred when the BK Bacon Sundae became a featured LTO in their summer menu, generating a lot of buzz and an elevated consumer perception of their total menu.



PRODUCT



INSIGHTS



CULINARY



CONTENT

culturew^{aves}



PRODUCT

Insight, Culinary & Content Development

LIFE INSIGHT

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INSIGHTS

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What Consumers Want

CATEGORY NEEDS

People crave change and adventurous eating, even if it's something they're already familiar with. Kick it up a notch and make it memorable.



culturewaves Menu Insights & Product Development



Patrons utilize indulgent treats as both an escape and a reward.

The world is a hectic place to say the least. People want to shut out their problems, but they don't want to shut out the world. So they find momentary ways to escape, through indulgence and through taste. But indulgence works two ways; it's not always about the escape, it's also about the reward for a good day. People are also willing to splurge on themselves when they feel they deserve it.

Indulgent Treats



Alcohol-infused whipped cream



Flying Monkey Bakery offers "the Pumpkin Cake" made of a pumpkin pie, an apple pie, a vanilla cake, and a chocolate cake



Bacon finds its way into cupcakes, cookies, cake, ice cream, milkshakes, and more



Betty Crocker's Microwaveable Warm Delights offer an individual indulgent experience



McDonald's offers Brownie Melts



Chocolate Chip Paradise Pie at Chili's has 1,290 calories and 33g of fat



The Chocolate Bar in Cleveland adds alcohol to its ice cream desserts

ESCAPE

Insight: *Pacifiers*™ - "Make the world go away."



"Bad day and a Junior frosty = pretty ok day." - *Lonna*

Key Words: Freeing • Avoid • Leave Behind

REWARD

Insight: *Private Pampering*™ - "I don't need it, but I'm worth it."



Key Words: Worthy • Deserve • Splurge



INSIGHTS

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INDULGENT TREATS

Patrons utilize indulgent treats as both an escape and a reward and are looking for an added attraction.



What Consumers Eat

Indulgent Treats

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Alcohol-infused whipped cream



Flying Monkey Bakery offers "the Pumple Cake" made of a pumpkin pie, an apple pie, a vanilla cake, and a chocolate cake



Bacon finds its way into cupcakes, cookies, cake, ice cream, milkshakes, and more



Betty Crocker's Microwaveable Warm Delights offer an individual indulgent experience



McDonald's offers Brownie Melts



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Cinnabon lets patrons customize the top the ooey, gooey "Center of the Roll" with a variety of toppings



The Chocolate Bar in Cleveland adds alcohol to its ice cream desserts

ESCAPE

Insight: *Pacifiers™* - "Make the world go away."



Key Words

Freeing Avoid Leave Behind



"Bad day and a junior frosty = pretty ok day."
- Lonna

"I keep those microwave betty crocker desserts in my file cabinet. They beat crying in the bathroom and I can imagine myself punching my boss while I eat them."
- rteveras

REWARD

Insight: *Private Pampering™* - "I don't need it, but I'm worth it."



Key Words

Worthy Deserve Splurge

- Kitkatz5



"Every A on a test I give myself a trip to Millions of Milkshakes."
- Gleeque22

"Every week I get myself something little, usually under \$20 just for 'being me' for another week. I know it sounds stupid but you'll be amazed how much happier you are when you reward yourself for just being awesome."



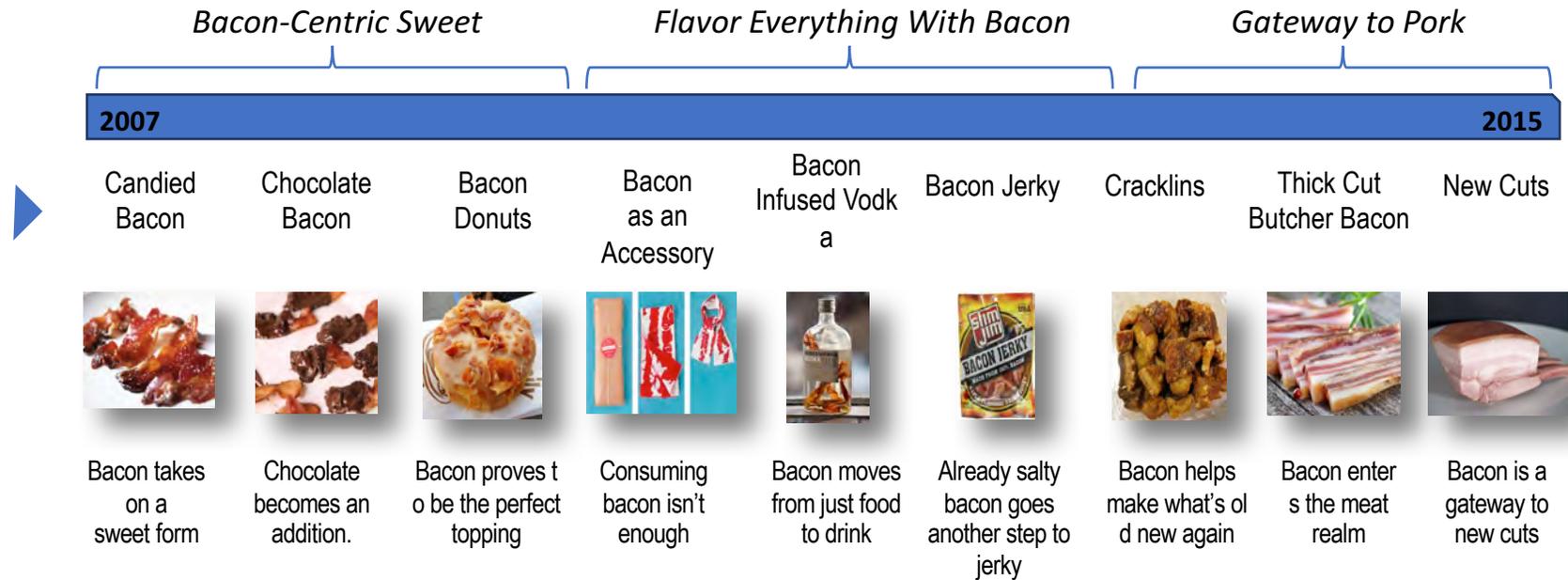
Leveraging Early Identification of Trends

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Bacon Through Time





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