

FAVRABALLS



Brief Summary: Develop a novel muesli bar or baked snack bar, which is, appealing to teenagers, has a Health Star Rating of 2.5 or above, and is consistent with the Mother Earth Range.

Aim: To produce a brain ball rich in nutrients, packaged with an uplifting, inspirational, mood lifting quote to appeal to a target market of primarily teenage students.

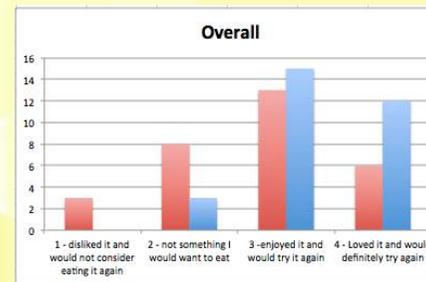
Happiness Hormones

Ongoing research pointed us in the direction of interesting and important information about 'happiness hormones' and we began to concentrate on these important characteristics. After investigating foods that essentially lift or enhance your mood we came to the conclusion that we should make our snack ball centred around the idea of releasing the five main happiness hormones (Dopamine, Serotonin, Oxytocin, Oestrogen and Progesterone). This sparked the idea of making and marketing our product around the potential of releasing of these five hormones. We then focused on developing and marketing the snack ball around the idea of boosting happiness levels (or living a healthy happy life style)

Hormones

Conclusion

Our Silver Crest product – 'FavraBalls' is an original idea, meeting a gap in the market and is an exciting opportunity for Mother Earth to investigate positioning alongside their existing range of snack products. 'FavraBalls' meet all the Mother Earth criteria as provided in their brief.



Dopamine: Released from *rewarding yourself*.

We designed our product to have a great taste. This is rewarding for the consumer when consuming this product.

Serotonin: Released from *Exercise*

We believe that the ingredients (e.g. oats) will increase the consumers' energy levels, so they will want to do exercise.

Oxytocin: Released from *Loved ones/kindness*

We have packaged our products in pairs (two balls per inside packet). This is to give the consumers a choice to have a ball for themselves, and also give one to a friend, or loved one. Usually an act of kindness will make you feel good, and eating a treat with loved ones would theoretically release Oxytocin.

Oestrogen: Released from *Stress management*
Including ingredients such as almonds and chia seeds, which contain magnesium, calcium, and omega 3 will help to level out stress levels.

Progesterone: Released from *Diet*

Results

We designed two different flavoured nutrient rich snack balls meeting the New Zealand Heart Star Rating of 2.5 or more. The snack balls consist of ground oats, ground almonds, coconut, passion fruit syrup and chia seeds. They have a soft texture and will be presented in packages of 2 balls. We branded our snack 'FavraBalls'. Our Passion Fruit 'FavraBall' was more popular than our chocolate cranberry flavour, however, both products had high approval ratings in our survey.

Product Branding

The name 'FavraBall' came about as the result of a brainstorming session amongst the group. The idea related to party favours – which are a gift or present that people receive when they leave a party. Some weddings traditionally give sugared almonds to guests as 'wedding favours'. We also liked the play on words for 'favourites' or 'favourable'. As the product is a ball we meshed the two ideas together and came up with 'FavraBalls'. Additionally, we thought about the concept of the fortune cookie – where you open this up to reveal a hidden message, which prompted our idea to provide an inspirational quote inside each package.

Packaging

The theme for our Mother Earth 'FavraBall' is nature. This is because the Mother Earth brand is all about wholesome and natural food. It also makes our product appear healthier and more appetizing when marketing. We believe that the best colour to associate with nature is green. This is why this has been our base colour for our packaging and logo design.

Trial

Through this trialling process of addition and elimination we came up with a design for the base of the snack product. Due to the research completed on different 'brain ball' recipes online and in recipe books, we eventually decided on using oats, desiccated coconut and ground almonds. In addition, we agreed on the ingredients and recipes we wanted to experiment with.