Test of Mascots and Packaging for Popped Millet

Submitted to Meds and Foods for Kids (MFK)

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Conclusion

The data suggests that Ti Pop should be a clean cut, slightly intellectual, physically fit conservative but stylish teenage female who only comes in contact with soccer balls when practices exploding them with karate kicks. She may or may not be a superhero but, if she is, she should be wearing a cape. There is no indication that her skin color matters to the target population.
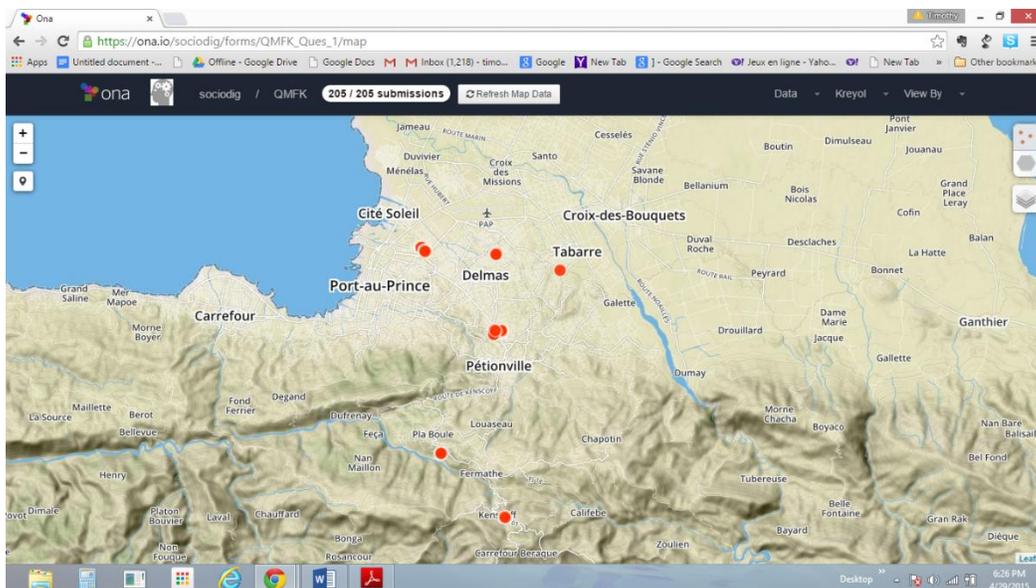
The Research Description

Objective 1: Test consumer opinions of the mascots and labels to aid MFK in making a decision which label and mascot to use.

Objective 2: Determine the preferences and interests of Haitian consumers regarding mascots so to fine tune characteristics of those MFK has already developed the one(s) that will be selected.

Four surveyors (2 male and 2 females) interviewed 205 respondents, 99 female and 106 males, 90% of whom were between 6 and 19 years of age. All school children located in 9 schools at 6 neighborhoods in Port-au-Prince.

The survey instrument used paired comparisons of clipart representing different characteristics and dimension. Specifically, Skin color, gender, age, sports, animation, humanness, beauty, violence, intellectual inclination, musical interest, strength (muscular-ness), and style
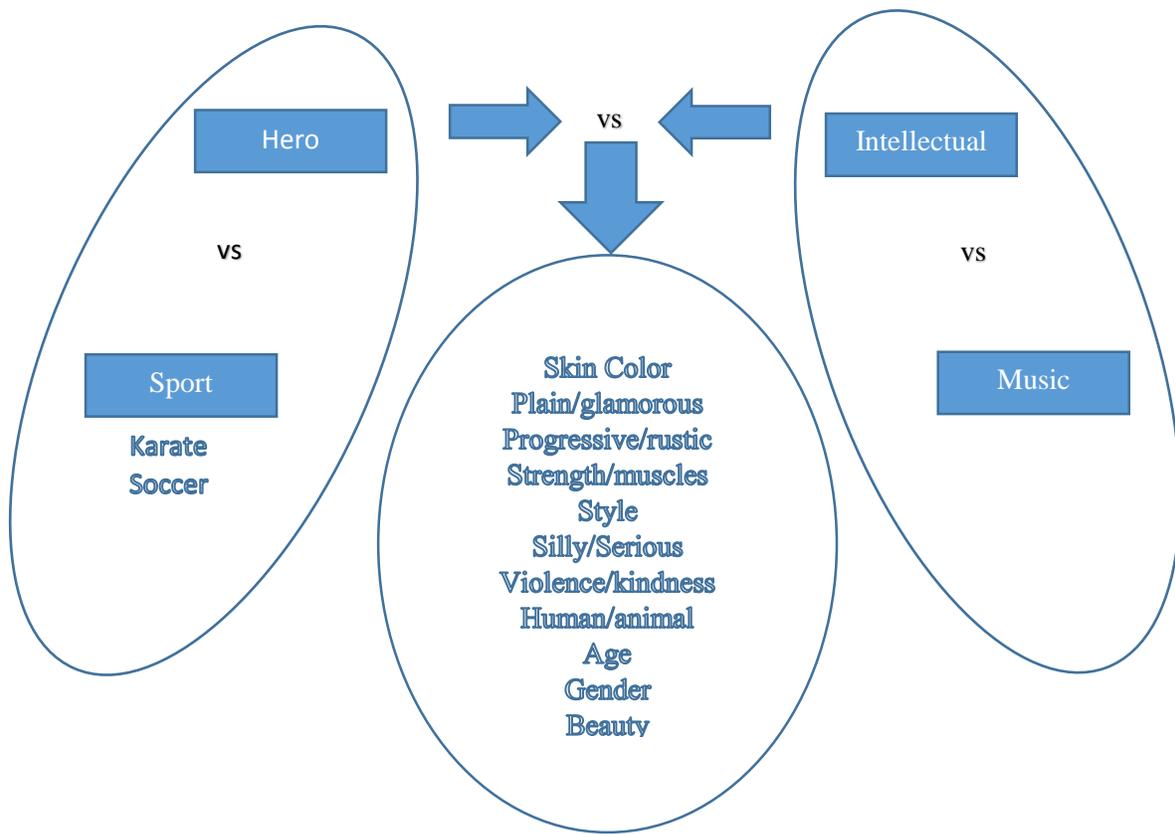
Conceptual Research Model for Icon Selection

Hero

vs

Intellectual

vs

Sport

Karate
Soccer

vs

Music

Skin Color
Plain/glamorous
Progressive/rustic
Strength/muscles
Style
Silly/Serious
Violence/kindness
Human/animal
Age
Gender
Beauty

Table 1: Primary Dimensions Tested and Comparisons		
Primary Dimensions	Secondary Dimension and Comparisons	File Name
Root 4 Dimensions • Sport • Hero • Music • Intellect	Sport vs. Hero Music vs. Intellect Sport vs. Music Intellect vs. Sport Hero vs. Music Hero vs. Intellect	R1 R2 R3 R4 R5 R6
Hero	Skin color (black vs white) Gender (female vs. male) Age (young to old) Silly vs Serious Fat vs. Thin Animal vs. Human Intellect vs. Rasta Style Fat vs. Thin Strength vs Jackson Style Strength vs Cool_Smart Protective vs. Violent	H1 H2 H3 H4 H5 H6 H7 H8 H9 H10 H11
	Skin color (black vs white)	I1

| Table 1: Primary Dimensions Tested and Comparisons		
Primary Dimensions	Secondary Dimension and Comparisons	File Name
Intellectual	Gender (male vs female)	I2
	Age (young to old)	I3
	Silly vs Serious	I4
	Animal vs. human	I5
	Cool vs. Serious	I6
Sport	Skin color (black vs white)	S1
	Gender (male vs. female)	S2
	Age (young to old)	S3
	Silly vs Serious	S4
	Serious vs Silly	S4_1
	Animal vs human	S5
	Strength vs style	S6
	Karate vs Soccer	S7
	Karate vs Rap	S8
Music	Skin color (white vs black)	M1
	Gender (female vs. male)	M2
	Age	M3
	Animal_silly vs human_serious	M4
	Cool: Shaggy vs. Clean	M5
	Big Cool vs. Lean Clean	M6
Beauty	Skin color (white vs black)	B1
	Gender (female vs male)	B2
	Age (young to old)	B3
	Diva vs. Princess	B4
	Thin vs Big	B5
	Sexy vs Granma	B6
	Thin vs Big	B7
	Strength vs. Sexy	B8
Ti Pop & Gwo Pop	Ti Pop vs Girl Rapper	TP1
	Ti Pop vs Girl Hero	TP2
	Michael Jackson vs Ti Pop	TP3
	Ti Pop vs White Boy	TP4
	Ti Tig vs. Ti Pop	TP5
	Karate vs. Ti Pop	TP6
	Gwo Pop vs. Black Chick	GP1
	Gwo Pop vs Ti Pop	GP2
	Gwo Pop vs. Animal Hero	GP3
	Gwo Pop vs. Caped Hero	GP4
	White boy vs. Gwo Pop	GP5

RESULTS FOR CLIP-ART ICON COMPARISONS

Gender: Not surprisingly girls favor female icons and boys favor male icons. But the question is who is more willing to like the other. The data suggest boys: in every case boys were more inclined than girls to choose an icon of the opposite sex, sometimes by a large margin, as in the case of heroes below.
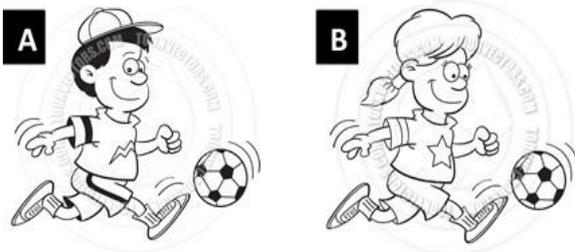
Heros

	female	male	undecided
female	90%	6%	4%
male	52%	46%	2%
Total	70%	27%	3%

Intellect
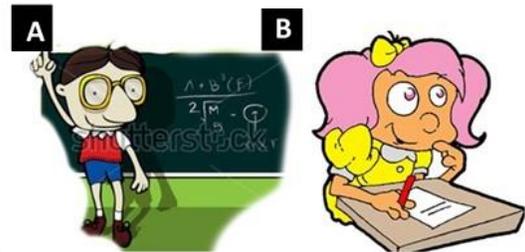
	male	female	undecided
female	32%	61%	7%
male	54%	41%	6%
Total	43%	50%	6%

Sports

	male	female	undecided
female	38%	57%	5%
male	51%	47%	2%
Total	45%	52%	3%

Music

	female	male	undecided
female	61%	35%	4%
male	39%	58%	3%
Total	49%	47%	3%

Beauty

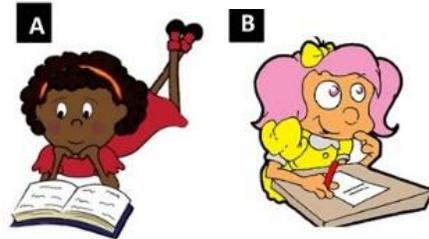|	female	male	undecided
female	73%	20%	7%
male	25%	72%	4%
Total	48%	47%	5%

Skin color: The evidence suggests that skin color is irrelevant to popular class Haitian children. In 2 of the comparisons below respondents heavily favored white icon; in two the black one; and in one it was a split. Elsewhere and in the interviews surveyors detected a tendency to not find pitch black icons attractive. This was particularly the case in the Strength vs. M Jackson style on the following page. Respondents seemed to like the style more but chose against it because of the extreme black color.
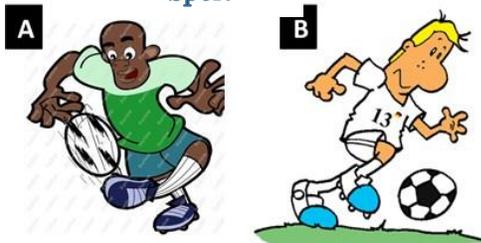
Heroes
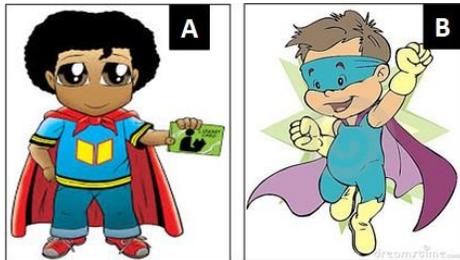
	black	white	undecided
female	66%	28%	6%
male	63%	37%	0%
Total	64%	33%	3%

Intellectuals

	black	white	undecided
female	65%	30%	5%
male	47%	48%	5%
Total	56%	40%	5%

Sport

	black	white	undecided
female	25%	60%	15%
male	28%	65%	7%
Total	27%	62%	11%

Music
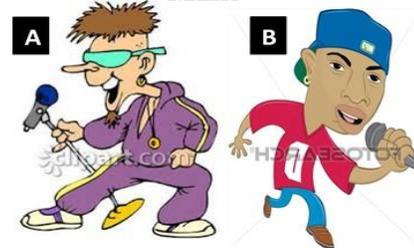
	white	black	undecided
female	29%	62%	9%
male	40%	57%	4%
Total	35%	59%	6%

Beauty

|	white	black	undecided
female	69%	26%	5%
male	66%	31%	3%
Total	67%	29%	4%

Soccer and Rap: Also not surprisingly, we found that boys like soccer and girls do not. But the finding comes with some surprises important to the evaluation of MFK mascot and their advertising approach. Girls dislike soccer even more than they dislike rap, an activity they consistently select against—unless the rapper is a female (see Gender). Another rather big surprise is that both girls and boys express a significant preference for karate, girls prefer it 2 to 1 over soccer.
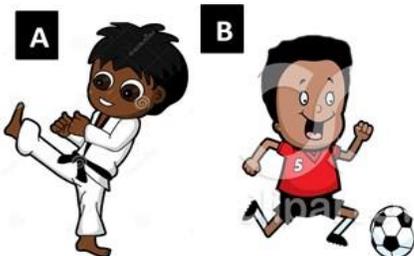
Sport vs. Hero
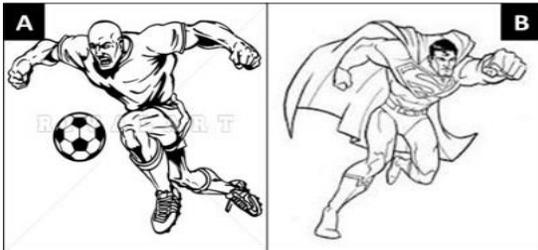
	Hero	Sport	undecided
female	57%	37%	6%
male	40%	59%	1%
Total	48%	49%	3%

Sport vs. Music
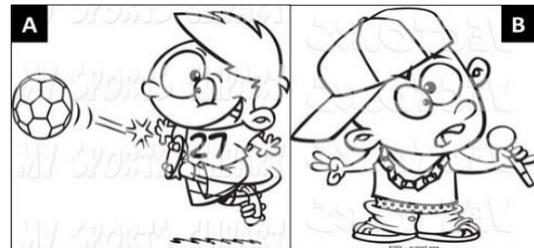
	Athlete	Music	undecided
female	36%	54%	10%
male	46%	50%	4%
Total	41%	52%	7%

Karate vs Soccer

	Karate	Soccer	undecided
female	62%	31%	7%
male	56%	42%	3%
Total	59%	37%	5%

Karate vs Rap
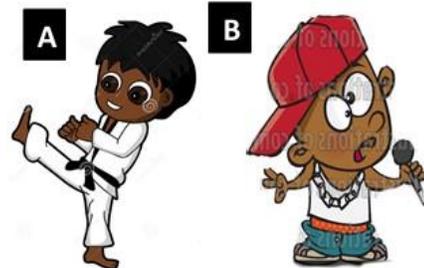
	Karate	Rap	undecided
female	57%	39%	4%
male	53%	45%	2%
Total	55%	42%	3%

Hero vs. Rap

	Hero	Rap	undecided
female	58%	37%	5%
male	32%	67%	1%
Total	44%	53%	3%

Brains: Intellect may be as or more important than any other dimension. Soccer outscored intellect with boys and by an even greater margin intellect outscored soccer with girls. Moreover, while we did not directly test the comparison, we can assume from the other results similar relationship in a comparison of rap to intellect. However, in later section we see that intellect, business, conservative style, well groomed rank high with both sexes, all suggestive of a strong preference for scholarship and conservative style.

Music vs. Intellect
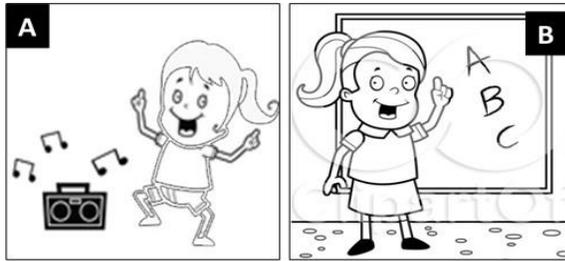
	Music	Intellect	undecided
female	33%	62%	5%
male	32%	64%	4%
Total	33%	63%	4%

Intellect vs. Athlete (soccer)
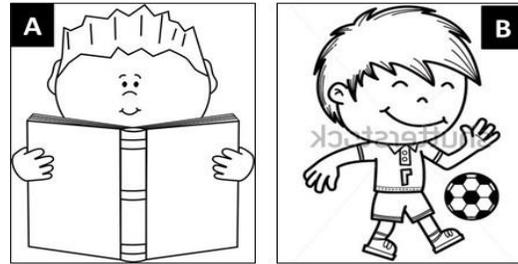
	Intellect	Sport	undecided
female	58%	37%	5%
male	32%	67%	1%
Total	44%	53%	3%

Hero vs. Intellect

	Hero	Intellect	undecided
female	23%	74%	3%
male	42%	56%	2%
Total	33%	64%	2%

Age: Young adults and teens were preferred, perhaps a reflection of the age range of respondents
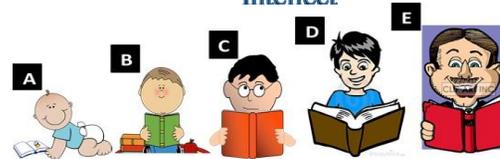
Soccer players
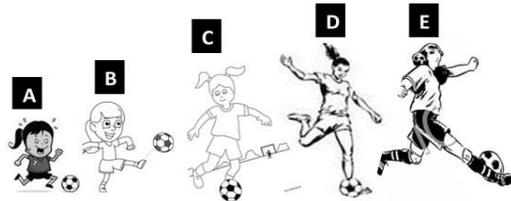
	Toddler	girl	preteen	teen	woman	undecide
female	4%	30%	10%	15%	38%	2%
male	8%	14%	24%	12%	40%	3%
Total	6%	22%	17%	14%	39%	2%

Intellect

	Toddler	Boy	preteen	teen	Man	undecided
	14%	8%	13%	53%	9%	3%
male	14%	8%	14%	36%	25%	4%
Total	14%	8%	14%	44%	17%	3%

Sexy vs Matriarch

	Sexy	Granma	undecided
female	82%	14%	4%
male	64%	34%	2%
Total	73%	24%	3%

Heros

	Toddler	girl	preteen	teen	woman	undecided
female	10%	15%	27%	33%	10%	4%
male	6%	10%	9%	30%	42%	2%
Total	8%	13%	18%	32%	27%	3%

Princesses

	Toddler	girl	teen	Young woman	Mature woman	undecided
female	11%	13%	16%	45%	10%	4%
male	18%	7%	10%	35%	28%	2%
Total	15%	10%	13%	40%	19%	3%

Rappers
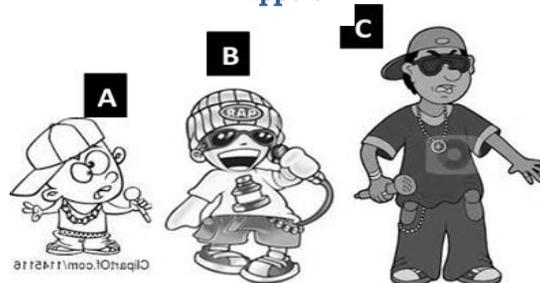
	Toddler	boy	teen	undecided
female	14%	11%	72%	3%
male	10%	20%	67%	3%
Total	12%	16%	69%	3%

Body Size: A definitive preference for fit versus large, but note that large is also seen by many poorer popular class Haitians as desirable and a sizeable minority (20% to 45%) chose the icons with robust physics, this was particularly true of males..
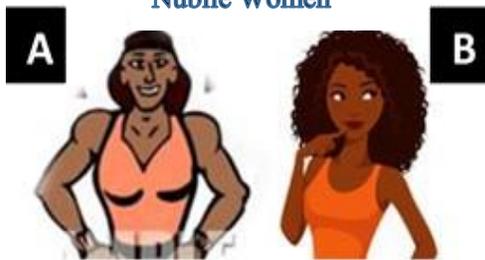
Princesses
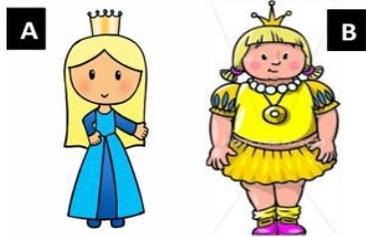
	thin	big	undecided
female	66%	29%	5%
Male	50%	45%	5%
Total	58%	38%	5%

Divas

	Thin	big	undecided
female	70%	24%	6%
male	70%	29%	1%
Total	70%	27%	3%

Nubile Women

	Strength	Sexy	undecided
female	17%	82%	1%
male	34%	61%	5%
Total	26%	71%	3%

Child Heroes
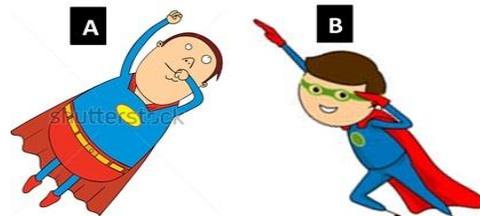
	Chubby	Thin	undecided
female	21%	67%	12%
male	30%	66%	4%
Total	26%	66%	8%

Adult Heroes
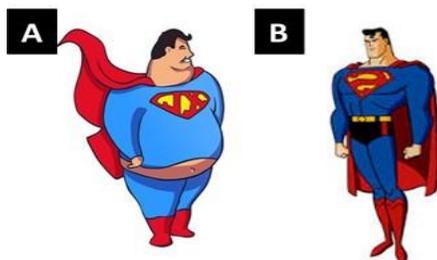
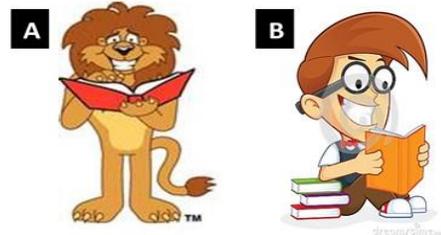|	Big	Fit	undecided
female	25%	69%	6%
male	19%	79%	2%
Total	22%	74%	4%

Animal Icons vs. Human: The suggestion is, 'no animals', something consistent with ethnographic observations on Haitian attitudes towards animals and the emphasis on separation from humans, physically and ideologically.
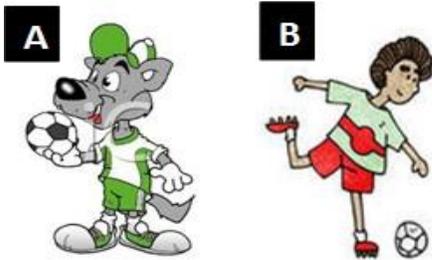
Heroes
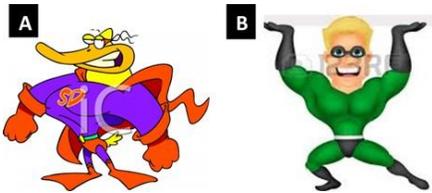
	Animal	Human	undecided
female	32%	55%	13%
male	24%	70%	7%
Total	28%	62%	10%

Interllectuals

	Animal	human	undecided
female	33%	61%	6%
male	32%	65%	3%
Total	33%	63%	4%

Human/animal

	Animal	human	undecided
female	32%	62%	6%
male	39%	60%	1%
Total	36%	61%	3%

Animal vs Human
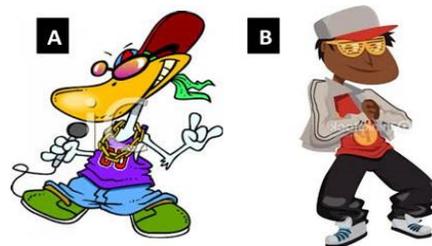
	Animal	human	undecided
female	29%	55%	16%
male	26%	67%	7%
Total	28%	61%	11%

Style: Respondents significantly favored conservative over alternative (such as Rasta, Rap, or Grunge), and modern slightly over traditional and fairy tale. Similarly, as seen on the following page. they preferred serious over goofy or silly, smart-cool over strong-aggressive. Girls were particularly emphatic on these points, as in the case of finesse over strength and aggression. An exception is the M Jackson vs Hero Icon, which many respondents did not like for its suggestion of extreme black skin color.
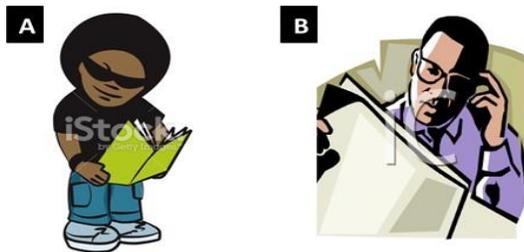
Intellect vs. Rasta Style
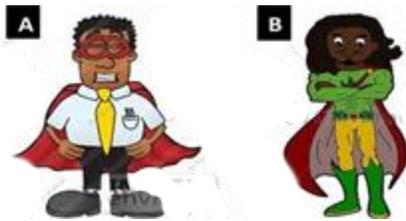
	Intellect	Rasta Style	undecided
female	46%	41%	12%
male	50%	46%	4%
Total	48%	44%	8%

Strength vs M Jackson style
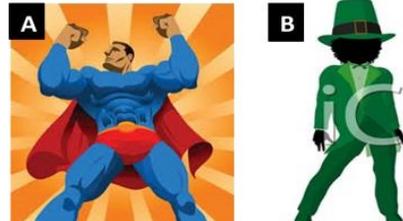
	Strength	Jackson Style	undecided
female	67%	28%	12%
male	77%	22%	4%
Total	72%	25%	8%

Intellect Rasta Style vs. Intellect Business

	Rasta	Business	undecided
female	45%	52%	3%
male	35%	63%	2%
Total	40%	58%	2%

Cool: Street vs. clean cut

	Shaggy_rap	Clean cool	undecided
female	25%	69%	6%
male	32%	67%	1%
Total	29%	68%	3%

Cool: Big vs. Clean lean
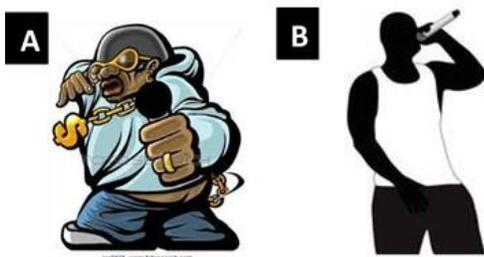
	Big Rap	Lean Clean	undecided
female	9%	82%	9%
male	21%	76%	2%
Total	15%	79%	5%

Diva vs. Princess

	diva	princess	undecided
female	58%	40%	2%
male	53%	45%	2%
Total	55%	43%	2%

Silly/Serious
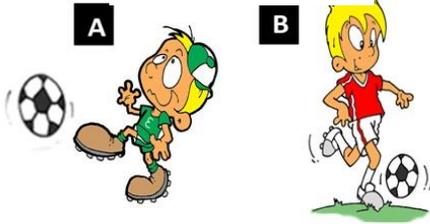
	Silly	Serious	undecided
female	15%	80%	5%
male	25%	73%	2%
Total	20%	76%	3%

Silly/Serious
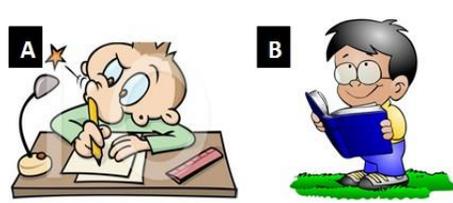
	Silly	Serious	undecided
female	17%	79%	4%
male	25%	71%	5%
Total	21%	75%	4%

Silly vs. Serious

	Silly	Serious	undecided
female	16%	78%	6%
male	8%	89%	3%
Total	12%	83%	4%

Strength vs Cool/smart

	Strength	Cool_Smart	undecided
female	27%	71%	12%
male	42%	58%	4%
Total	35%	64%	8%

Strength-aggression vs Finesse
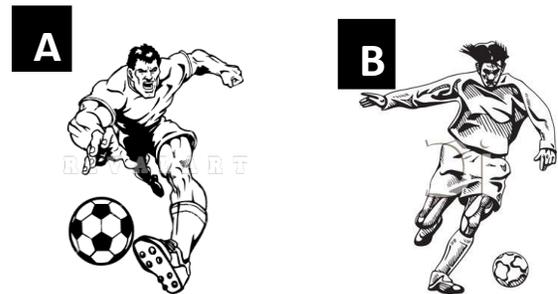
|	Agression-Strength	Finesse	undecided
female	39%	56%	5%
male	49%	51%	0%
Total	44%	53%	2%

Aggression and violence: Boys favored aggression, as seen in the punching vs. protective icon. However, both sexes seemed to prefer goofy to mean and aggressive, albeit only slightly. However, note that they did not like either of the aggressive vs goofy icons; 19% of females and 7% of males refused to choose either of the icons, the highest refusal rate of any comparison.

Non-human: Aggressive vs Goofy

	Aggressive	Goofy	undecided
female	33%	47%	19%
male	45%	48%	7%
Total	40%	48%	13%

Protective/defensive vs. Violence/aggression
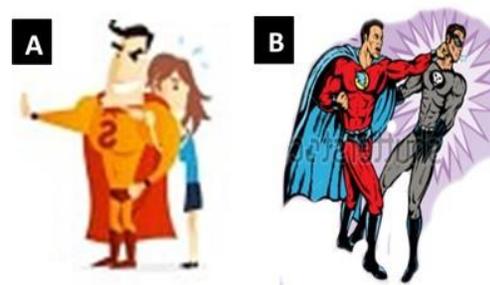
	Protective	Violent	undecided
female	51%	41%	8%
male	21%	77%	2%
Total	35%	60%	5%

Ti Pop: MFK Ti Pop icon scored poorly against everyone, even the animal. Only in comparison to a female rapper, and in this case only with boys, did Ti Pop come out favored. Problems may include the mask (hides his eyes and makes him appear a thief), he appears mean (something respondents did not like in other icons) and, for girls, he is playing soccer. Note exceptional score on in favor of the Girl Hero.

Ti Pop vs Rap Girl

	Ti Pop	Rap_Girl	undecided
female	28%	66%	6%
male	52%	43%	5%
Total	40%	54%	5%

Ti Pop vs Girl Hero

	Ti_Pop	Hero Girl	undecided
female	15%	84%	1%
male	27%	72%	1%
Total	21%	78%	1%

M Jackson type vs Ti Pop

	M. Jackson style	Ti_Pop	undecided
female	54%	37%	9%
male	48%	47%	5%
Total	51%	42%	7%

Ti Pop vs White Hero Boy

	Ti Pop	White Boy	undecided
female	20%	75%	5%
male	40%	57%	4%
Total	30%	65%	4%

Cute Tig vs Ti Pop

	Ti Pop	Ti Tig	undecided
female	28%	66%	6%
male	40%	59%	1%
Total	34%	62%	3%

Karate vs Ti Pop

	Karate	Ti Pop	undecided
female	60%	34%	6%
male	65%	35%	0%
Total	62%	35%	3%

Gwo Pop: Gwo Pop beats Ti Pop hands down, and is also soundly preferred over the animal. However, note that Gwo Pop soundly loses to his caped skin-color equal and splits at an even 50/50 with the white non-caped equivalent. Also, note the divergence of boys and girls with the white equivalent and especially regarding the non-caped female hero (what if she had a cape?)

Gwo Pop vs Ti Pop

	Gwo_Pop	Ti_Pop	undecided
female	55%	38%	7%
male	68%	31%	1%
Total	61%	35%	4%

Gwo Pop vs. Black Chick

	Gwo_Pop	Black_Chick	undecided
female	28%	65%	7%
male	72%	28%	0%
Total	51%	46%	3%

Gwo Pop vs. Animal Hero

	Gwo_Pop	Animal_Hero	undecided
female	62%	29%	9%
male	75%	25%	0%
Total	69%	27%	4%

Gwo Pop vs. Caped Hero

	Gwo_Pop	Caped_Hero	undecided
female	24%	74%	2%
male	39%	61%	0%
Total	32%	67%	1%

White boy vs. Gwo Pop

	White_boy	Gwo_Pop	undecided
female	43%	55%	2%
male	55%	43%	2%
Total	49%	49%	2%