My Personal Chef Focus Group Facilitator Analysis

My Personal Chef Logo Testing Summary Report

Prepared by: Lynda Friesz Public Relations, Inc.

Focus Group Date: April 10, 2001

Location: Northwest Research Group, Inc.
225 North 9th Street, Suite 200
Boise, Idaho 83702

Participants:

The focus group included thirteen (13) participants from the Boise area. There were eight (8) women and five (5) men whose ages ranged from 38-61. The participants have been diagnosed with diabetes and/or heart disease or had a spouse that had been diagnosed. The participants' incomes were $35,000+ for non-married, and $60,000+ for married couples. Eleven (11) participants were married while two (2) were single.

Logo Testing Phase

Logo Descriptions:

Logo Set #1-Large capital "MY" either red or black, "Personal" is situated vertically, either red or black, "Chef" is at the bottom right of the logo in either red or black with a drop shadow. The logos have either a chef's hat with a heart on it, or a chef walking on top of the "MY".

Logo Set #2-Large capital "MY" in red, "PERSONAL" in a smaller font below the "MY" in white. "Chef" is at the bottom of the logo with a small chef hat over the "e" in chef. The "MY PERSONAL" portion is outlined with a red block.

Logo Set #3-Both "My" and "Personal" are the same font size, placed together with no space, both are red. "Chef" is at the bottom of the logo in black. A large chef's hat with a heart on it is on top of the "Personal" portion of the logo.

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Logo Set #1

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Logo Set #2

MY PERSONAL Chef

MY PERSONAL chef

MY PERSONAL Chef

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Logo Set #3

MyPersonal
CHEF

MyPersonal
chef

MyPersonal
CHEF

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Facilitator #1: Brandon Coates, Lynda Friesz Public Relations, Inc.

Logo Set #1

Overall the group was very positive about the logos. Several of the participants commented on the large MY in the logo, saying it made them believe this company was a small company that provided personalized service, cook wear or maybe a catering service. While the first thing they noticed was the MY, the next thing they noticed was the CHEF portion of the logo. Some of the participants in the back of the room said they could not see the PERSONAL part of the logo, what they read was MY CHEF. Even though the personal part was not recognized immediately the participant still felt this was a personalized, unique food service. Upon closer examination, the participants noticed the chef's hat and heart; they felt the heart represented health and caring. They also noticed the walking chef figure, some mentioned that it represented action, so they felt that someone (a chef) actually came to you to provide a service. The logo gave the participants the impression that the company it represented was a small company of maybe 25 employees; one man mentioned it might even be a franchise. The group felt that small companies are a positive thing. The participants mentioned that the logo had a "high-end" look to it. They said it looked high-end in cost and quality. They didn't see the cost as negative because it usually means better quality and more personalized service. One gentleman mentioned it looked like something his boss may be interested in but he didn't think it was in his price range.

Logo Set #2

Overall the group did not like these logos. Immediately they were turned off by the bold red MY in a box that jumped out at them. Many of the participants felt it reminded them of New York. Even though the logo says "MY Personal" they did not get a personal feeling from it. They thought it was very corporate and loud. One gentleman stated it could be a logo for a big financial company but it didn't represent a personalized caring company. Most of the participants agreed that this company was definitely large with employees in the 100's. Most of the participants didn't see big companies as a positive thing; they liked the small, personalized companies. However one gentleman said a big company also generally meant a successful company that he could trust. They felt this could be a fast food restaurant if it was in the food industry. Everything about this logo said "big", big trucks, big vans etc. The participants felt it was very generic and mainstream something everybody would have.

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Logo Set #3

Overall the group was receptive of these logos. From a distance many of the participants thought My Personal was one (1) word, which they did not like. Putting that feature aside they did like the logo's overall appearance. Some of them commented that it has a more open and inviting feel to it. They felt this logo represented a small company 25 employees or less. They felt it was personal, caring and healthy mostly from the chef hat with the heart on it. Of these three (3) logos they liked the middle one with the word chef positioned at an angle. Some of them commented that the angled chef showed movement and action. While they agreed that this was also a high-end personalized service or product, they felt it was not as "high-end" as the first logo. About half of the participants stated that if the "My" and "Personal" were separated this logo would be their favorite of the three (3) logo sets.

Business Concept Phase

All of the participants except one (1) said this is a service they would definitely use. They said they would use the service for both health reasons and economical reasons. The one gentleman that said he wouldn't use the service said he didn't think it applied to him. He was a farmer and didn't eat regularly, he said sometimes he comes in from work and eats some crackers but doesn't feel like eating a meal and goes to bed. He didn't think he could use the service enough to make it beneficial. One of the comments about the significant factors for using the service was that you could either eat healthy now even though it may be more expensive, or pay for it later with the rising costs of health care which would be more expensive in the long run.

Facilitator #2: Jennifer Okerlund, Lynda Friesz Public Relations, Inc.

Logo Set #1

The group seemed very receptive of this logo and for the most part where on the same page about the respectable company's image. All of the participants categorized the logo as representing a catering company or specialty food line. Most participants had very positive comments about

every graphic element of the logo. Some used descriptive words such as:

- High end
- Classy
- Unique

When asked what first comes to mind when they look at the logo, most participants responded with a comment about gourmet food or wine, champagne and Neiman Marcus. The feedback on this logo was overwhelmingly positive. Some participants felt that the arrangement of the words on this particular logo where unique and offered a free-spirited feeling. Participants felt very strongly about one aspect or another. They either really liked the walking chef in which case they disliked the "mushroom cloud" looking hat or, they really liked the hat in which case they disliked the walking chef. All participants could agree on the heart and the message it communicated about the logo and the respecting company's product/service; healthy and caring.

The personality questionnaire developed a character for this logo that drives a Lexus, representing class, custom engineering and esteem or a distinguished highly priced SUV representing luxury and durability. Wine or champagne was the drink of choice for this logo that listens to jazz and shops at Neiman Marcus. I think the imagery here is blatantly obvious. This logo radiates with class and sophistication.

Participants thought that this logo represented a small, service oriented company. This was seen as a very positive thing. Service/customer first.

When we neared the end of the session, participants were holding this logo as a close contender to logo #3, and maybe even their favorite of the two. Some appreciated the overall layout of the logo where as others appreciated the length of logo #3.

Logo Set #2

Every participant of the focus group hated this logo. They felt it was too boxed in and confining, too brazen, too brassy and too bold. They also felt like there where two separate ideas being presented at once. Participants had very few positive comments about this logo aside from approving of the tiny chef's hat atop the "e" in chef. Group participants where unable to pinpoint the type of company that would be represented by this logo. Some said it would fit nicely on a financial groups letterhead. Nonetheless, this logo

did not communicate class, a food service or product of any kind. Ideas projected in the session on this logo:

- New York – translated to offensiveness
- My Cousin Vinnie
- Selfishness

The personality questionnaire developed a character for this logo that drives a large, cheap van used for hauling people to and from the airport or a Honda Accord, representing the generic qualities about this logo. The Accord was thought to be plain without sleek curves or unique style. The beverage of choice for this logo was a wine cooler or a domestic beer, nothing special but easily affordable by all. This logo doesn't listen to any one type of music, accept maybe bad country music which is boring and shops for clothing at Kmart or Wal-Mart.

Participants thought that this logo would belong to a very large company that treated its customers as a number. Very negative thing.

By the end of this session, participants thought we should scrap this logo concept all together and maybe approach a law office or financial institute with the idea.

Logo Set #3

The group liked this logo instantly. They were particularly fond of the hand-written chef. Most of the comments surrounding this logo were positive although as a group, they thought the there should be more space in between My and Personal. I guess it was hard to distinguish that there were in fact two separate words there at first glance. Some participants felt that adding the briskly walking chef to separate the words was a great idea. The "best of both logos," they said. Participants felt that this logo was the most applicable to other products and services than the other two.

This logo generated the same response as far as the type of business and type of service or product provided as #1. High end, class and style where words that re-surfaced repetitively.

The personality questionnaire developed a character for this logo that drives a Lincoln Continental, not as expensive as a Lexis but still upper class. This logo drinks spritzers and martinis, listens to contemporary music and shops at the GAP, Dillard's or Eddie Bauer. Participants felt that this logo was crisp, clean and easily identifiable. They were comfortable envisioning this logo on a products packaging or seeing it on a company's letterhead. Some partici-

pants felt that the narrow letters and the heart in the chefs' hat subliminally communicated; slender, healthy, caring.

Participants felt that this logo would represent a mediocre sized company that put an emphasis on customer service and satisfaction.

At the end of the session, participants selected this logo as their favorite with the modifications mentioned earlier.

The last logo questions proved that participants remembered logo #1 the most and couldn't put their finger on why. Maybe it was because we discussed it for so long, maybe it was the unique placement of words in the logo layout, they weren't quite sure but it stuck with them. Most said that the logo was not a significant factor in determining whether or not they would use the service. Some participants did go on to say that if they saw a unique logo on a store shelf or on a brochure, an eye-catching logo makes them want to investigate a product or service in more detail. For that reason, they thought logo #1 was the most memorable and in-depth investigation provoking.

Business Concept Phase

Group participants were very receptive to the My Personal Chef idea. They thought it would be a useful service for individuals with health needs, families in transition or people on the go.

Participants mentioned the luxury of being able to have their very own chef that purchased and prepared healthy meals that consider their dietary needs and restrictions. They also mentioned how nice it would be to have someone come in and re-train them how to cook for a smaller family than you have been accustomed to for several years, going from 4 back to 2 can be a big change and a huge waste of food some thought. The wasting of food was brought up several times. The fact that having a chef prepare meals for the exact number or individuals eating would prevent excess and waste.

All in all, every participant felt that this was a service they could apply in some shape or form to their lives or knew someone who could. Most participants said maybe once or twice weekly. Some said once or twice monthly and others said that as a treat on an irregular basis the service would be great.

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Facilitator Analysis

The most significant factor in determining whether or not to use the service was:

- "Can I convince my spouse that it's cost effective?"
- "Is it truly financially feasible for my family's income?"

Observer #1: Ben O'Brien, Lynda Friesz Public Relations, Inc.

On Tuesday, April 10, 2001 from 5:30 p.m. to 7:30 p.m., a focus group was held at the Northwest Research Group here in Boise to discuss three various logo designs for My Personal Chef, Inc. The purpose of the focus group was to showcase the new logo designs and to receive feedback from the participants. Three sets of logos were shown to the participants, while facilitators were given the task of asking a series of questions in order to stimulate conversation and feedback about the logos. My role during the focus group session was strictly observational. I sat in a booth with My Personal Chef, Inc. executives and their management team. My observations and analysis about each logo presented is documented below in the following paragraphs.

Logo Set #1

Out of the three sets of logos presented to the focus group participants, this was the one most accepted by the group. A majority of the participants commented on the capitalized MY. The capitalized MY was easily recognizable and gave the participants a sense of possession. Also, comments were made about the chef's hat with the heart. Participants felt that the heart showed caring and healthy characteristics. There was a selected few that thought the chef's hat looked like a mushroom cloud. Other terms used to describe this logo was classy, elegant, caring, professional and creative. Overall, this logo received the most attention and was generally accepted by the majority of the group.

Logo Set #2

Out of the three sets of logos presented to the focus group participants, this was the one most not accepted by the group. Group members thought this logo came across as offensive and quite bold. Participants felt the MY was a symbol for New York or a larger company. Other terms used to describe this logo was, no personal service, commercialized, a franchise like McDonalds, Burger King, Pizza Hut, etc., the logo was confined, and people

felt the logo came across as being generic. I thought this logo generated a lot of discussion and feedback. It seemed as if the group cared about personal attention and details, while looking for a company that could provide them with that service. One positive side-note about this logo is its recognizable. Even though the group hated it, a lot of discussion was produced and people did look at it paying attention to all its details. In fact, this logo provided the design team with a lot of information for improving the chosen logo.

Logo Set #3

This set of logos was the groups' second favorite choice. Participants again commented on the chef's hat with the heart in the center of it. Comments were made that this part of the logo symbolized health and caring. Also, participants mentioned that the logo seemed very open, while providing a sense of personal attention and service towards its patrons. Focus group members also mentioned that the MyPersonal was too close together. No separation made it hard to read and to decipher the true meaning behind the logo. Again, comments were made about the chef's hat looking like a huge mushroom cloud. In my opinion, half the group like the hat while the other half didn't. I think the key here was the heart. This element of the logo went over very well and I would recommend that the design team keep it in whatever logo is finally chosen.

In conclusion, I believe that the first and third sets of logos should be looked at in further detail. I would drop the second set of logos. It doesn't seem to fit the company's image. The final logo should have the MY and heart element. These two key attributes went over very well and were widely discussed amongst the focus group participants. The red and black colors also seemed to be widely accepted. One recommendation that I would have is to mix elements of the first and third set of logos together. I would be curious to see how mixing these two sets of logos together would look. For example: keep my personal all on the same line (MY personal), the MY black and personal red, keep the chef's hat with heart in it, and the chef at the bottom.

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Facilitator Analysis

Primary Focus Group Objectives

1. Does the logo communicate the image the company wants to achieve?
2. What are the individual's perceptions of the business concept?

Secondary Focus Group Objectives

1. Product sampling.
2. Create positive secondary channels of communication.

Logo Testing Questions

1. What kind of company does this logo represent?
2. What kind of service or product do you think this company provides? What product do you think this logo would be on?
3. When you look at this logo what do you think about? What does this logo say to you?
4. Using adjectives please describe this logo.
5. If this logo was a person, what kind of…
    a. Car would it drive? Why? Is that a positive or negative thing?
    b. Beverage would it drink? Why? Is that a positive or negative thing?
    c. Music would it listen to? Why? Is that a positive or negative thing?
    d. Store would it shop for clothes? Why? Is that a positive or negative thing?
6. How big is this company (number of employees)? Why do you think that? Is that a positive or negative thing?

After explaining the concept of the company and allowing the participants to sample the food products, the following questions will be asked about the business concept.

Concept Testing Questions

1. Would this service be something you might use? Why or why not?
2. Do you think this is a valuable service? Why or why not?
3. Do you know anybody that would use this service? Why or why not?
4. What are the most significant factors that would affect whether you would use this service?

After the concept of the company has been discussed the following logo questions will be asked. (See next page)

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Logo Testing Questions

7. Which logo do you remember most?
8. What do you remember most about that logo?
9. Is the logo a significant factor in determining your use of the service?

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Northwest Research Group, Inc.

My Personal Chef Research Project

Tuesday, April 10, 2001, 5:30-7:30

Please sign your name to receive your $50 honorarium:

I, the undersigned, acknowledge receipt of payment from Northwest Research Group, Inc. for my participation in, and contribution to, a panel discussion. I understand and agree that all ideas which I may suggest during that discussion, and any and all embodiments thereof, shall without any further compensation become the sole property of Northwest Research Group, Inc. to be freely used, made, sold or otherwise dealt with by it, or its clients, as it or they may see fit. I also agree that as consideration for the payment, I will keep confidential all information discussed during this group / session. I acknowledge that my receipt of payment, in return for opinions given as a study participant, in no way constitutes employment by Northwest Research Group, Inc. or the research sponsor.

Respondent Name	*Respondent Signature*	*Confirm Participation*
Jeannee Diaz		
Felix Diaz		
Denver Jamison		
Beverly Jamison		
Mark Hall		
Marilyn Brown		
Carol Todd		
Ron Archuleta		
Kevin Hollion		
Roslyn Palacios		
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