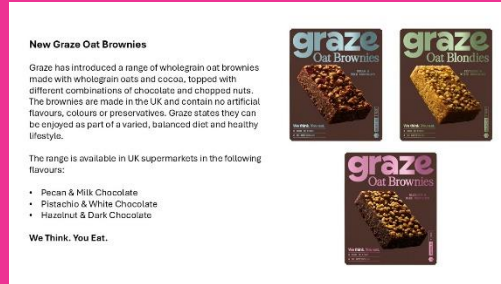




System1 Test Your Innovation



IDEA

System1

Graze Oat Brownies

Nat Rep Sample | Base Size: 150

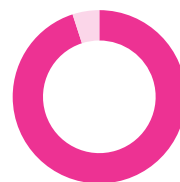
Test Your Innovation | The Metrics That Matter



Star Rating

Predicts the in-market potential of the idea.

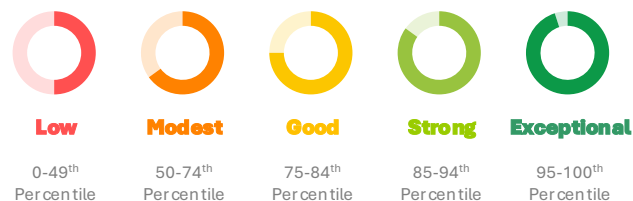
Combining emotional response, share trading and decision speed.



Buy Shares Rating

How likely an idea is to gain acceptance in the real world.

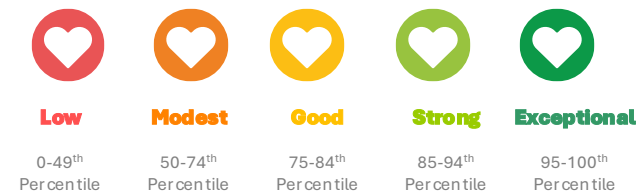
% saying they would buy shares in the idea.



Emotion-into-Action™

How the idea makes people feel.

A composite measure of emotional response and intensity, weighted toward emotions most likely to drive action.



Sample Comparison

	Nat Rep 150	Aware of Graze 75	Not aware of Graze 75
1 Graze Oat Brownies	4.8	4.0	3.8

1.0 Low
50%

2.0 Modest
25%

3.0 Good
10%

4.0 Strong
10%

5.0 Exceptional
5%



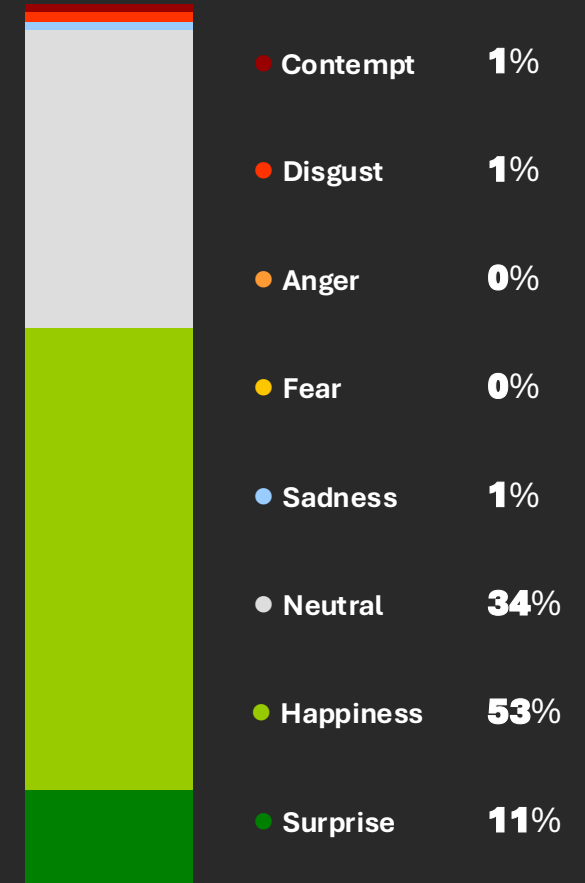
IDEA

Graze Oat Brownies

03 August 2026

Graze Oat Brownies

Emotional Response



Star Rating
Strong



Buy Shares (%)



Emotion-into-Action™
Good

New Graze Oat Brownies

Graze has introduced a range of wholegrain oat brownies made with wholegrain oats and cocoa, topped with different combinations of chocolate and chopped nuts. The brownies are made in the UK and contain no artificial flavours, colours or preservatives. Graze states they can be enjoyed as part of a varied, balanced diet and healthy lifestyle.

The range is available in UK supermarkets in the following flavours:

- Pecan & Milk Chocolate
- Pistachio & White Chocolate
- Hazelnut & Dark Chocolate

We Think. You Eat.



Reasons for Emotion

	COUNTRY AVERAGE	YOUR IDEA
Contempt	8%	1%
Disgust	5%	1%
Anger	0%	0%
Fear	1%	0%
Sadness	2%	1%
Neutral	35%	34%
Happiness	36%	53%
Surprise	12%	11%

Emotion-into-Action™



Don't like nuts

I don't like the combos

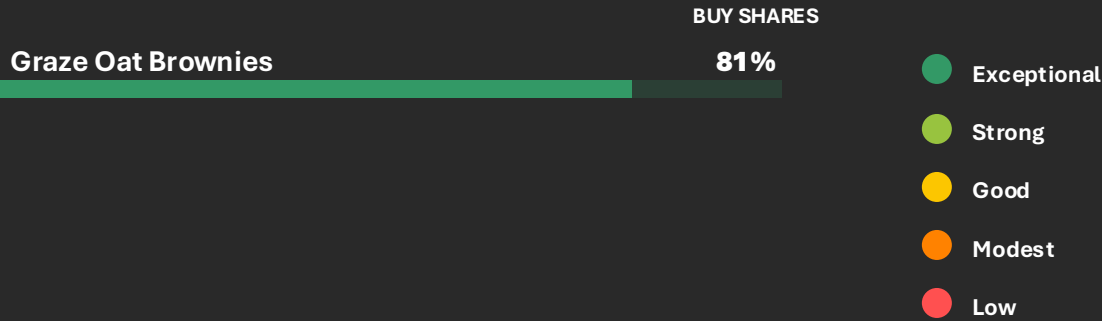
It's nothing new and brownies are not that popular anymore
I would need to taste them first
Looks like any other product in its category
It is one of many products

Looks tasty
Nice choice of flavours. Brownies are really popular.
Healthy and unique
It looks a tasty product

Good product
Look amazing
Not the usual thing for Graze
How healthy they sound



Share Trading



% of people who would probably buy shares in each idea

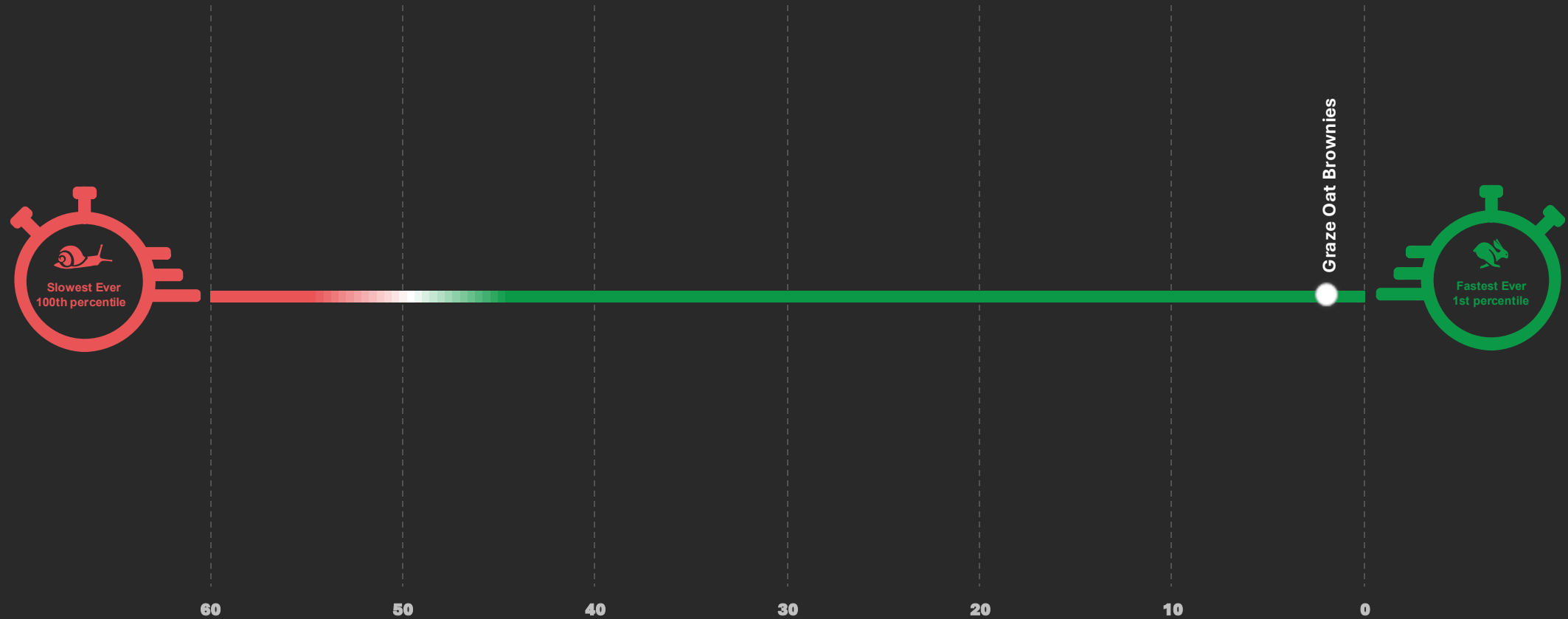
4.8

Graze Oat Brownies

03 August 2026

IDEA

Speed of Trading



Fluency of the ideas is measured by the decision time taken to buy or sell shares in each idea

4.8



IDEA

Graze Oat Brownies

03 August 2026

Advantages & Improvements

Main Advantages of the idea

Healthy	17%
They are a healthy product	11%
Delicious snack	10%
Nothing in particular	8%
Mix between an oat bar and a brownie	8%
I don't see any advantages to this product	7%
Healthy and delicious, it's a win-win situation	7%
Mix between an oat bar and a brownie, giving the best of both	6%
Only the fact that they're claiming it's healthy because they've used whole grain	5%
Trusted brand. Great flavours and easy to eat on the go	5%

How to improve the idea

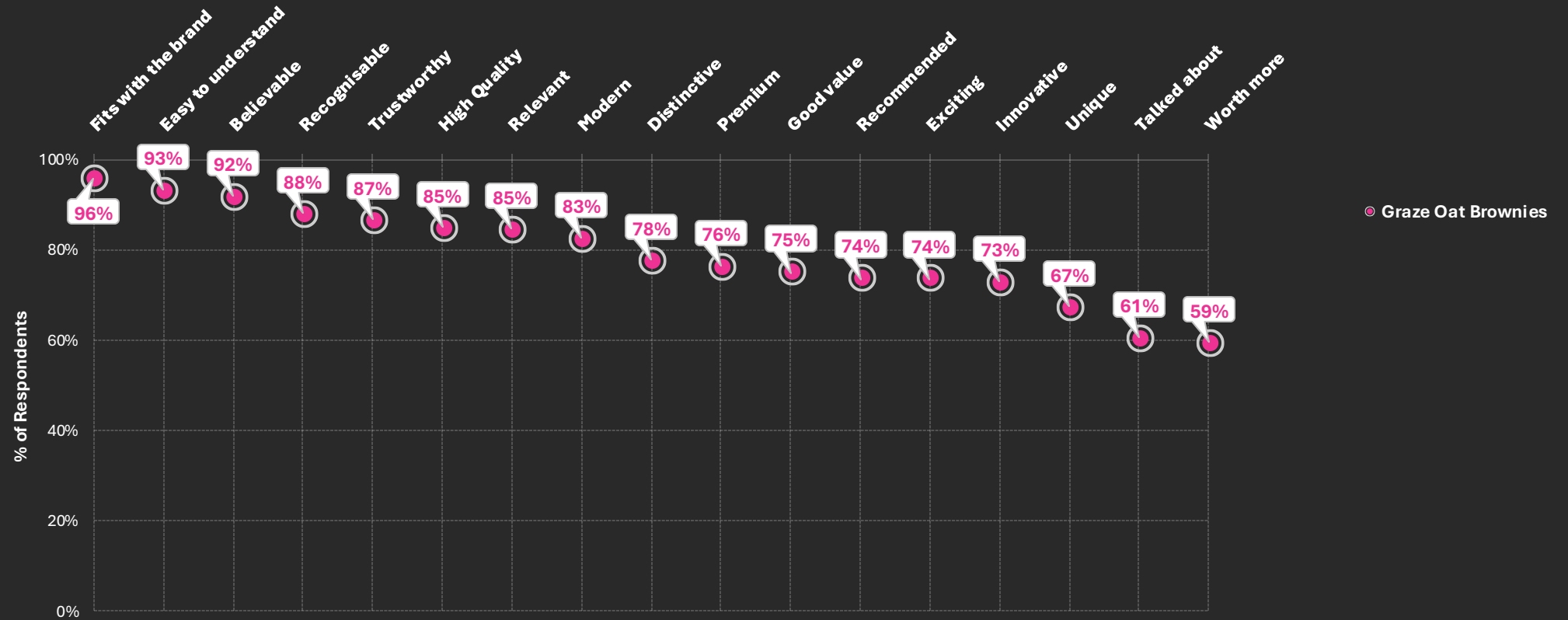
No need for improvement	10%
More flavours	10%
Make the flavours more interesting and modern and abandon the brownie connection as that is a bit out of date	9%
Combine the hazelnut with milk chocolate	9%
Make the flavours more interesting and modern and abandon the brownie connection as it's been done to death	9%
By removing any processed or highly processed ingredients, especially palm oil	9%
It's fine as it is	8%
None needed	7%
It looks fine the way it is	7%
Looks fine to me	5%



Graze Oat Brownies

03 August 2026

Implicit Attributes

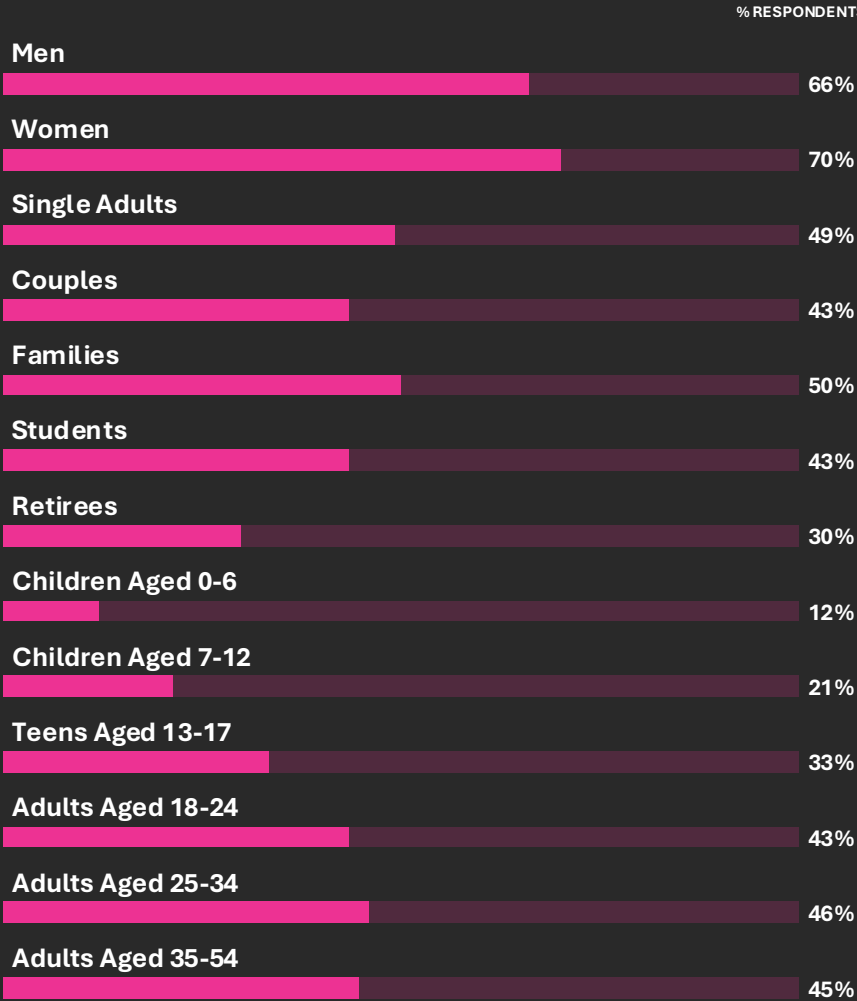


Graze Oat Brownies

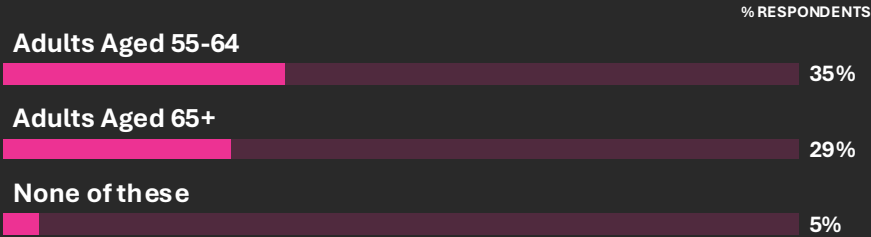
03 August 2026

For values <0.5%,
labels report as 0%

Target Appeal



■ Graze Oat Brownies

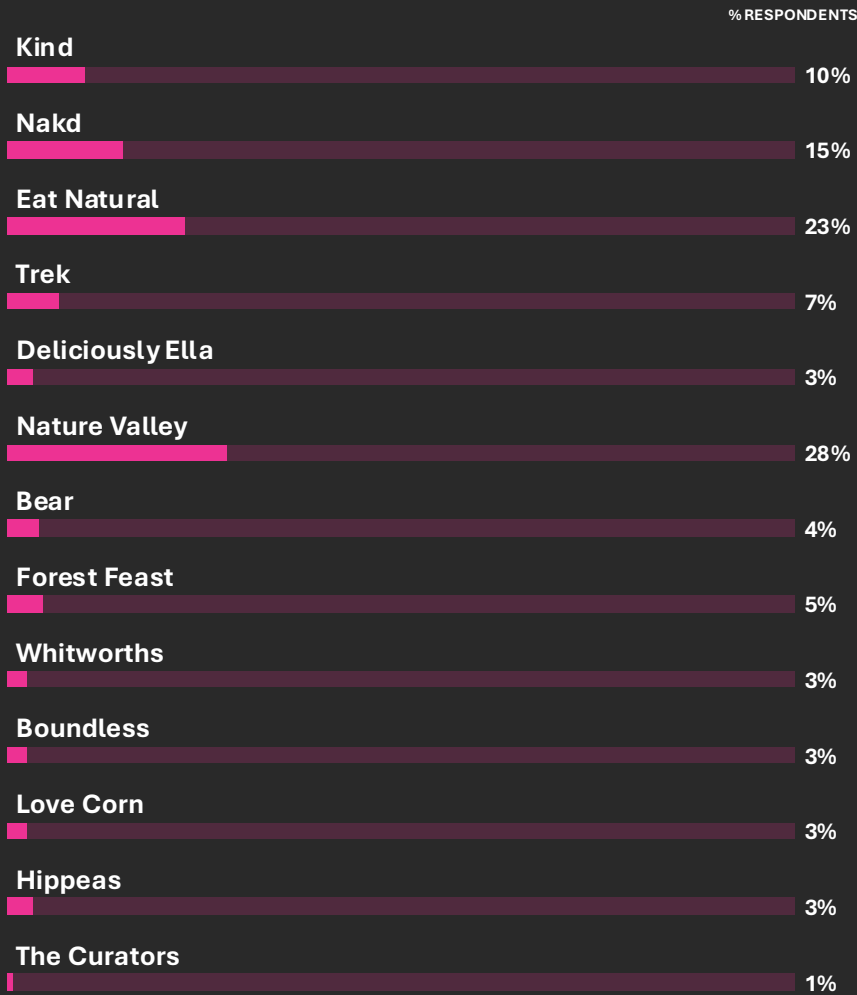


IDEA

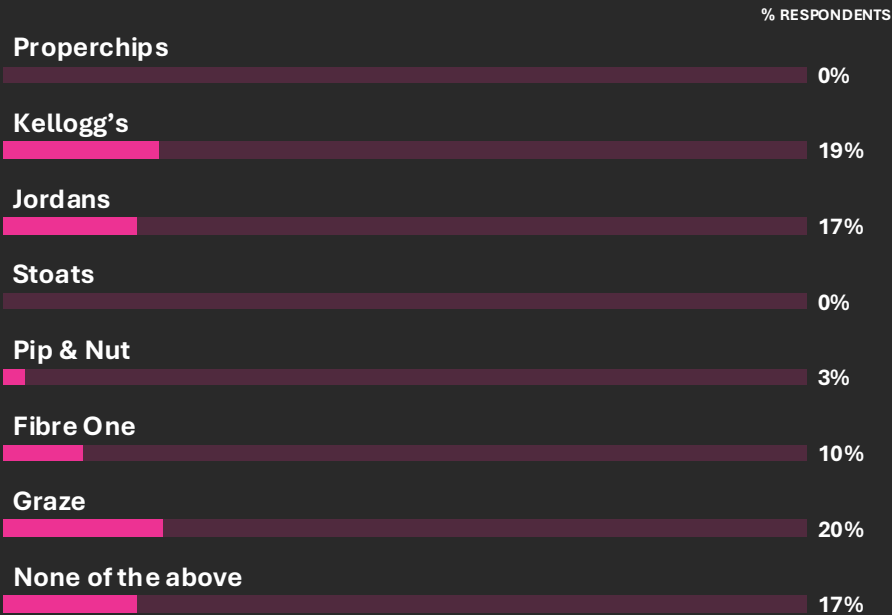
Graze Oat Brownies

03 August 2026

Substitution



■ Graze Oat Brownies

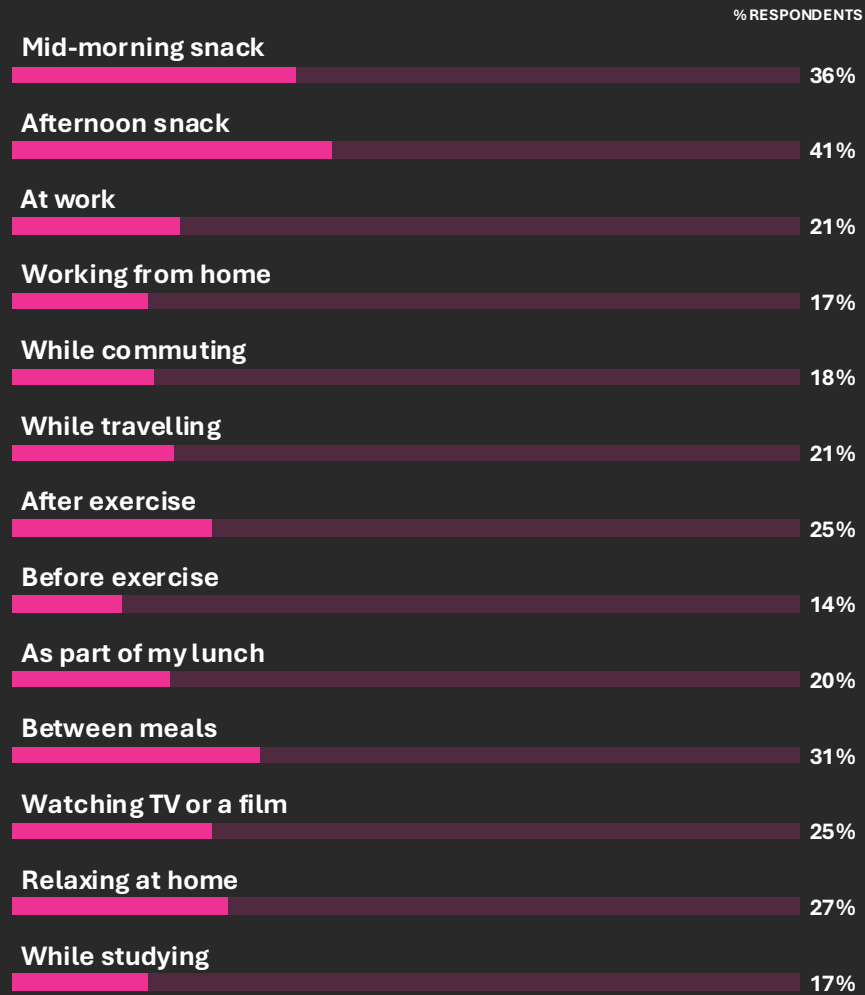


IDEA

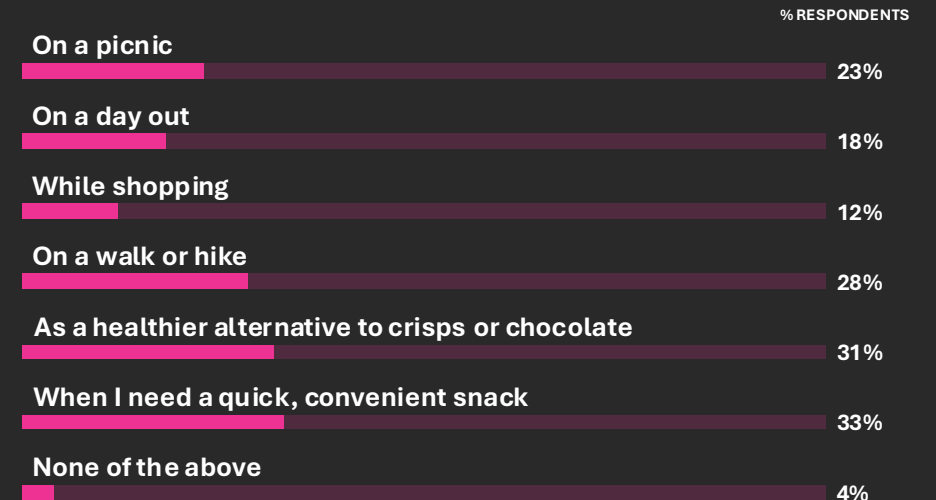
Graze Oat Brownies

03 August 2026

Occasions



■ Graze Oat Brownies



IDEA

Graze Oat Brownies

03 August 2026

Additional Question | Single Answer

Please tell us whether you would buy this product instead of or in addition to snacks you currently buy?

I would buy it in addition to snacks I currently buy

45%

I would buy it instead of snacks I currently buy

37%

I would buy it instead of having a homemade snack

3%

I would not buy this product

16%



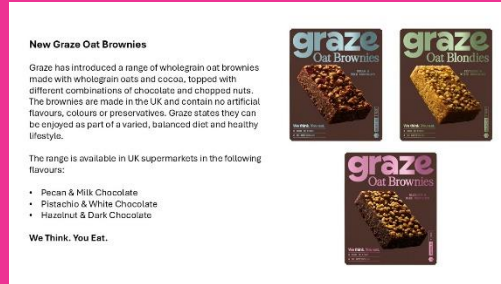
IDEA

Graze Oat Brownies

03 August 2026



System1 Test Your Innovation



IDEA

System1

Graze Oat Brownies

Aware of Graze Sample | Base Size: 75

Graze Oat Brownies

New Graze Oat Brownies

Graze has introduced a range of wholegrain oat brownies made with wholegrain oats and cocoa, topped with different combinations of chocolate and chopped nuts. The brownies are made in the UK and contain no artificial flavours, colours or preservatives. Graze states they can be enjoyed as part of a varied, balanced diet and healthy lifestyle.

The range is available in UK supermarkets in the following flavours:

- Pecan & Milk Chocolate
- Pistachio & White Chocolate
- Hazelnut & Dark Chocolate

We Think. You Eat.



4.0

Custom Sample Star Rating
Strong



75

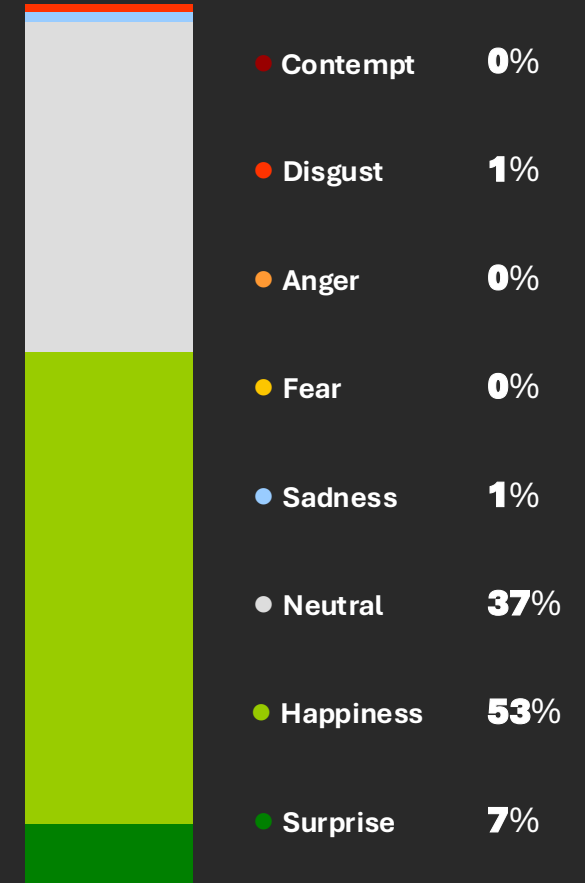
Buy Shares (%)



76

Emotion-into-Action™
Good

Emotional Response



Reasons for Emotion

	COUNTRY AVERAGE	YOUR IDEA
Contempt	8%	0%
Disgust	5%	1%
Anger	0%	0%
Fear	1%	0%
Sadness	2%	1%
Neutral	35%	37%
Happiness	36%	53%
Surprise	12%	7%

Emotion-into-Action™



Don't like nuts

I don't like the combos

It's nothing new and brownies are not that popular anymore
Looks like any other product in its category
I would need to taste them first
Not for me

Nice choice of flavours. Brownies are really popular.
Looks tasty
Because the actual product itself looks beautiful and i would certainly buy immediately if i ever came across them.
It looks nice

Not the usual thing for Graze
Good product
Graze products are nice
The variety of flavours

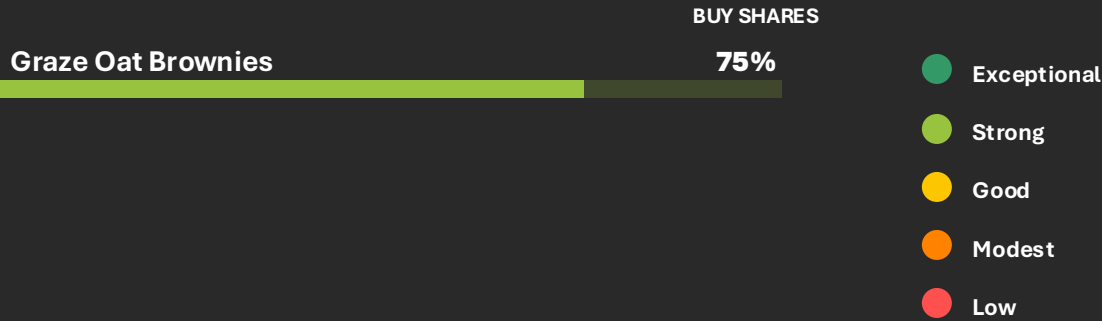


IDEA

Graze Oat Brownies

03 August 2026

Share Trading



% of people who would probably buy shares in each idea

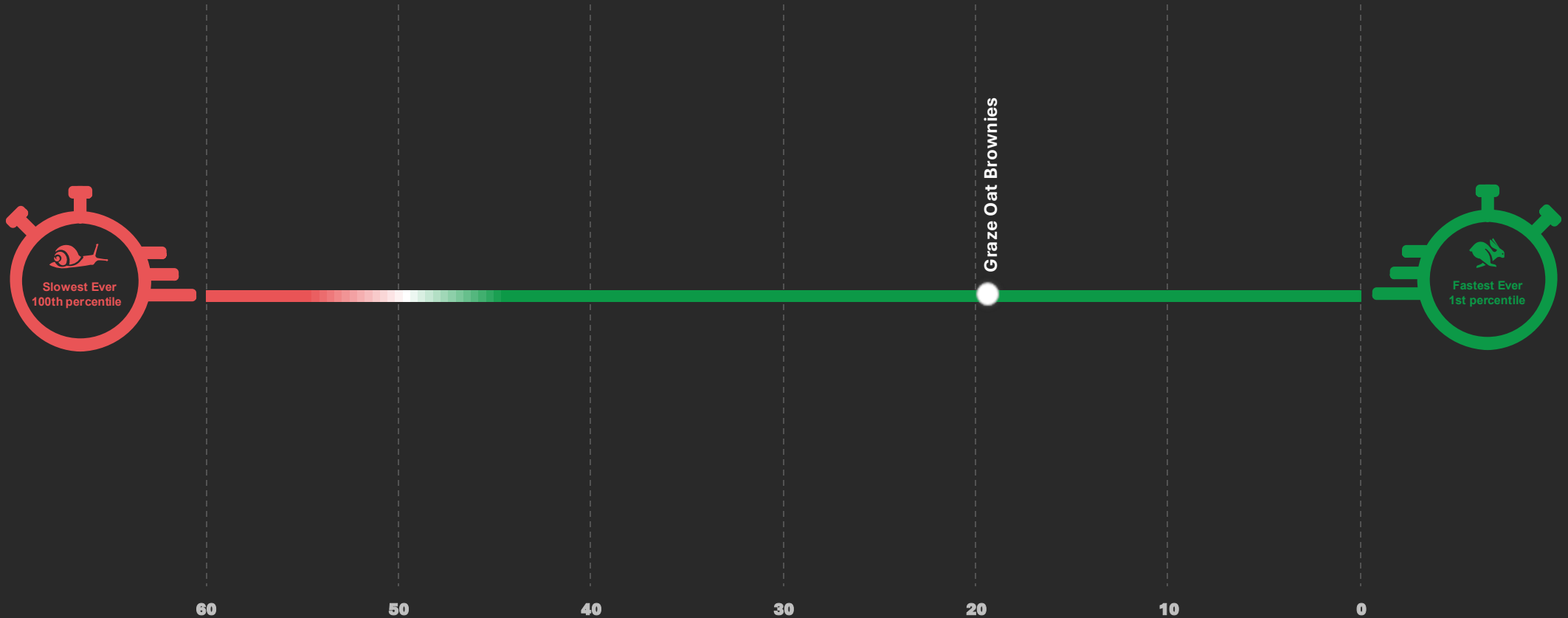


 **IDEA**

Graze Oat Brownies

03 August 2026

Speed of Trading



Fluency of the ideas is measured by the decision time taken to buy or sell shares in each idea

IDEA
Graze Oat Brownies
03 August 2026

Advantages & Improvements

Main Advantages of the idea

Healthy	20%
They are a healthy product	16%
Delicious snack	12%
Nothing in particular	9%
Healthy and delicious, it's a win-win situation	9%
I don't see any advantages to this product	7%
Trusted brand. Great flavours and easy to eat on the go	7%
Mix between an oat bar and a brownie	5%
Looks crunchy	4%
Only the fact that they're claiming it's healthy because they've used whole grain	3%

How to improve the idea

No need for improvement	16%
Combine the hazelnut with milk chocolate	12%
None needed	11%
It looks fine the way it is	11%
Make the flavours more interesting and modern and abandon the brownie connection as that is a bit out of date	9%
It's fine as it is	8%
Do it without nuts	7%
More flavours	5%
Make the flavours more interesting and modern and abandon the brownie connection as it's been done to death	5%
Looks fine to me	5%

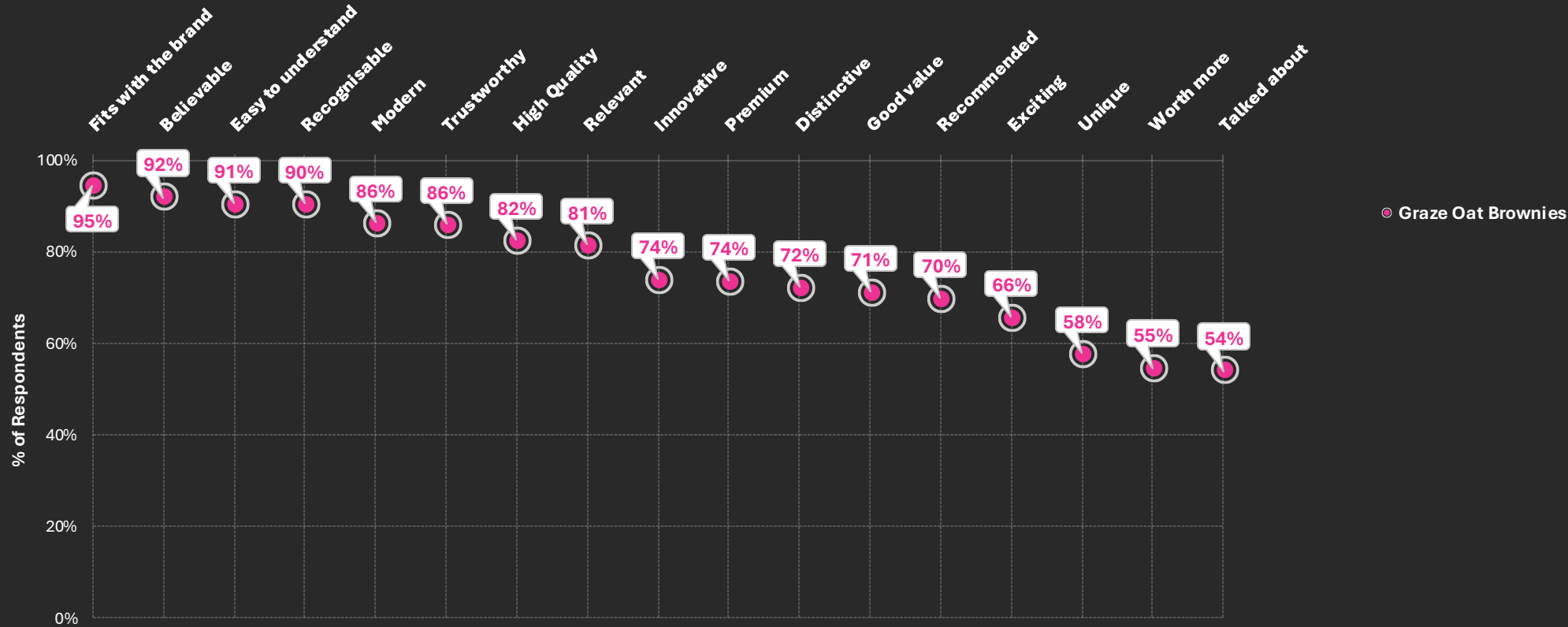


IDEA

Graze Oat Brownies

03 August 2026

Implicit Attributes



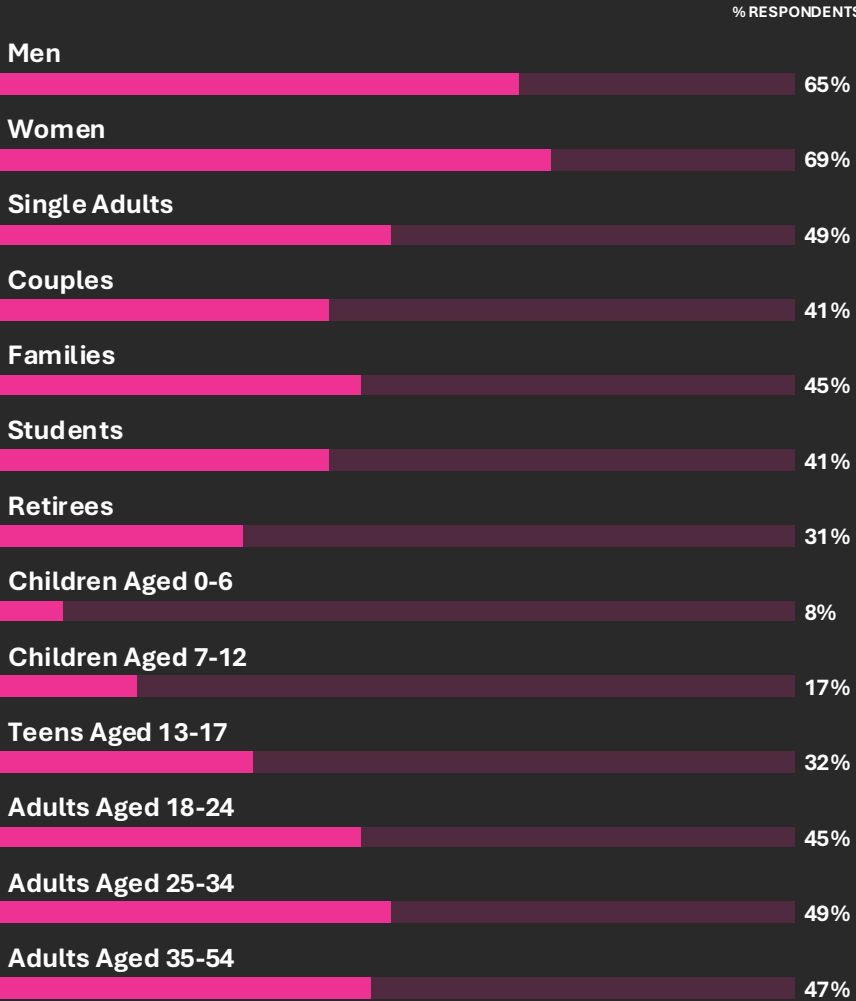
IDEA

Graze Oat Brownies

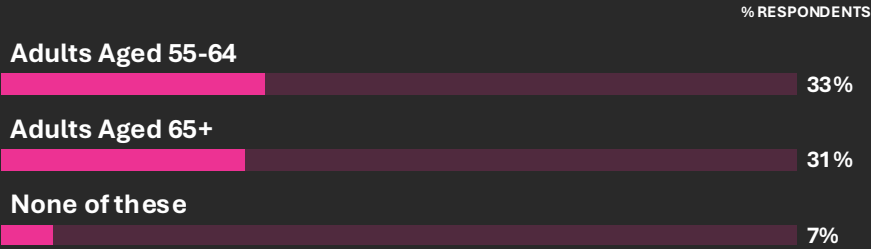
03 August 2026

For values <0.5%, labels report as 0%

Target Appeal



■ Graze Oat Brownies

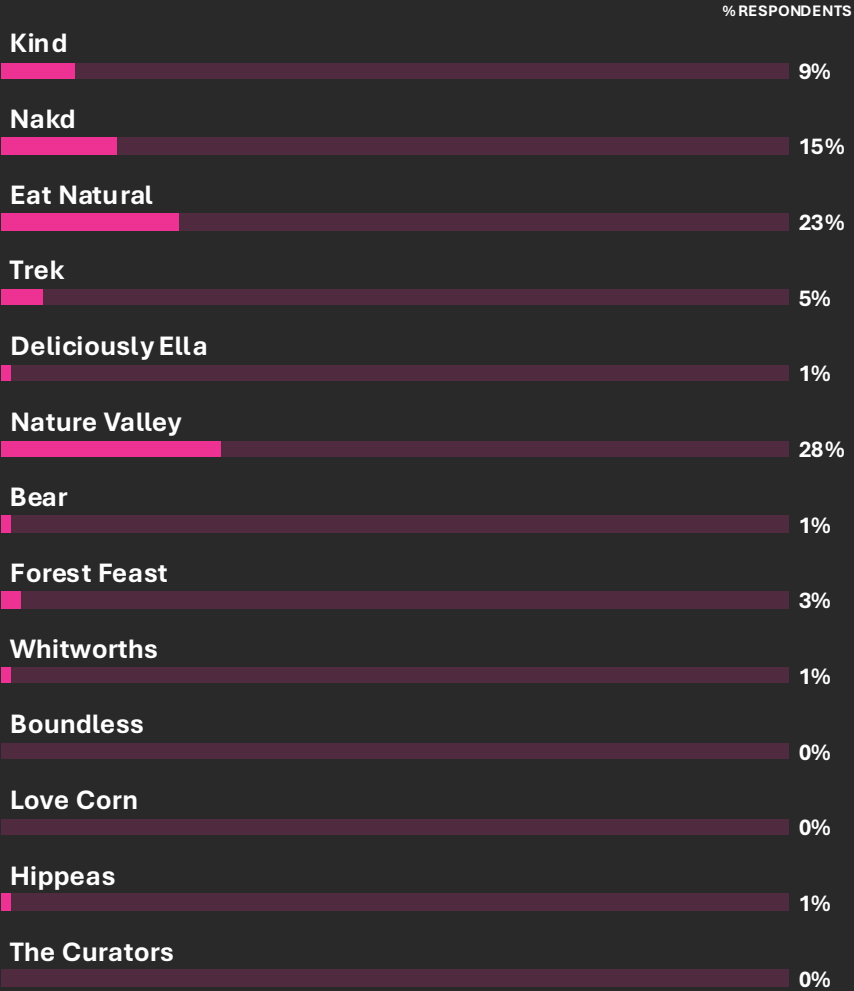


IDEA

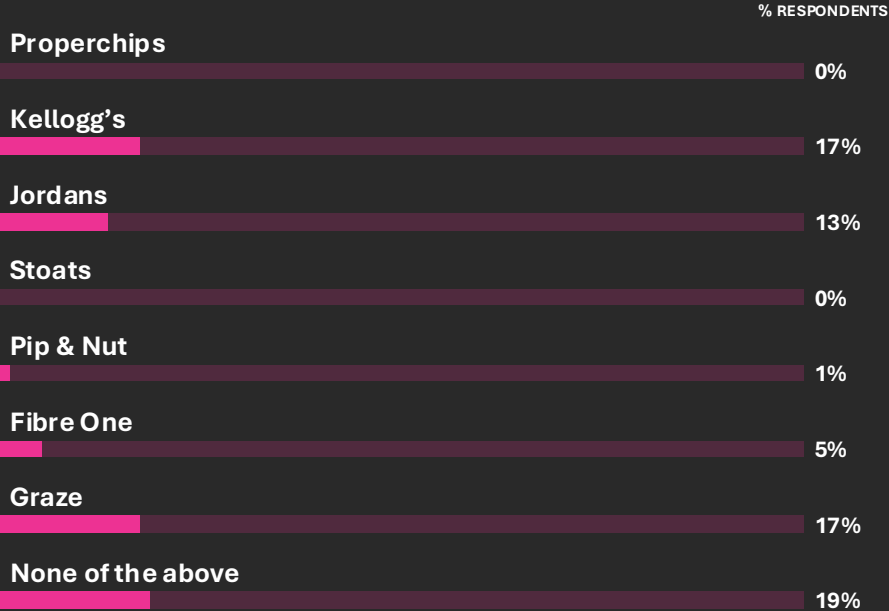
Graze Oat Brownies

03 August 2026

Substitution



■ Graze Oat Brownies

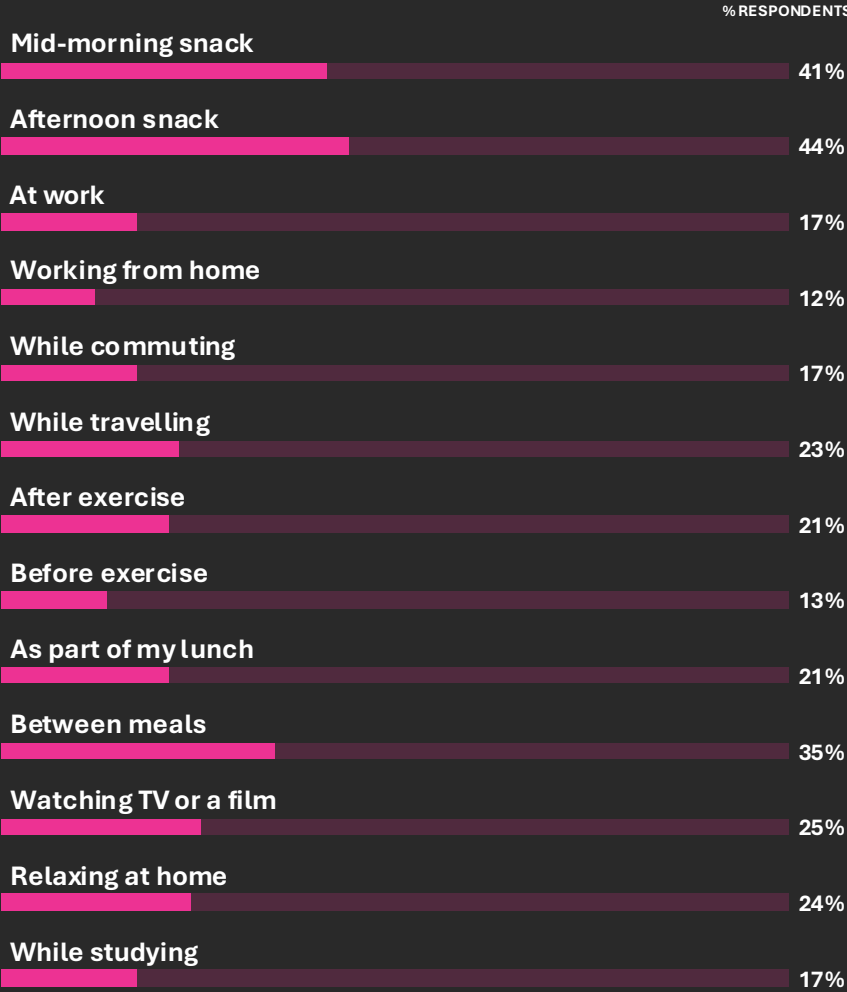


IDEA

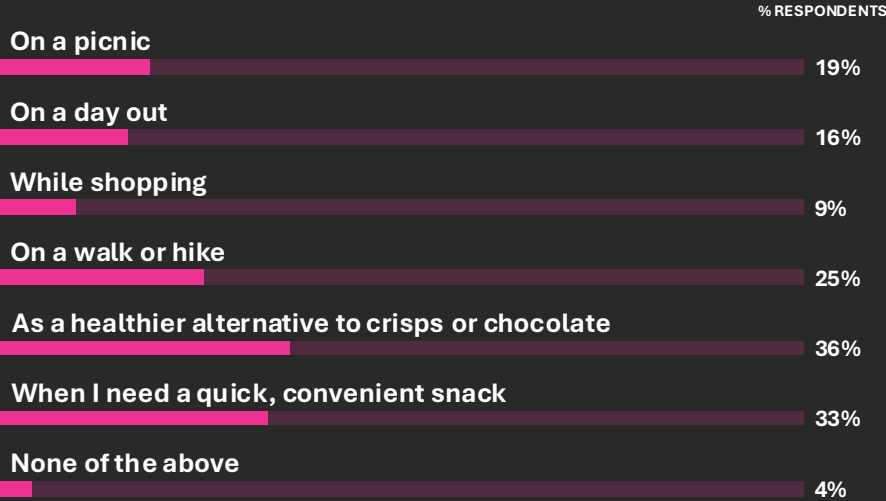
Graze Oat Brownies

03 August 2026

Occasions



■ Graze Oat Brownies



IDEA

Graze Oat Brownies

03 August 2026

Additional Question | Single Answer

Please tell us whether you would buy this product instead of or in addition to snacks you currently buy?

I would buy it in addition to snacks I currently buy



39%

I would buy it instead of snacks I currently buy



37%

I would buy it instead of having a homemade snack



3%

I would not buy this product



21%



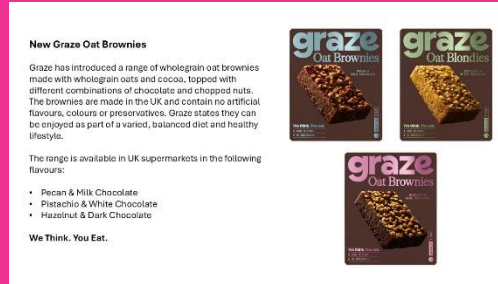
IDEA

Graze Oat Brownies

03 August 2026



System1 Test Your Innovation



IDEA

System1

Graze Oat Brownies

Not aware of Graze Sample | Base Size: 75

Graze Oat Brownies

Custom Sample IR is below 25%

New Graze Oat Brownies

Graze has introduced a range of wholegrain oat brownies made with wholegrain oats and cocoa, topped with different combinations of chocolate and chopped nuts. The brownies are made in the UK and contain no artificial flavours, colours or preservatives. Graze states they can be enjoyed as part of a varied, balanced diet and healthy lifestyle.

The range is available in UK supermarkets in the following flavours:

- Pecan & Milk Chocolate
- Pistachio & White Chocolate
- Hazelnut & Dark Chocolate

We Think. You Eat.





Custom Sample Star Rating
Good

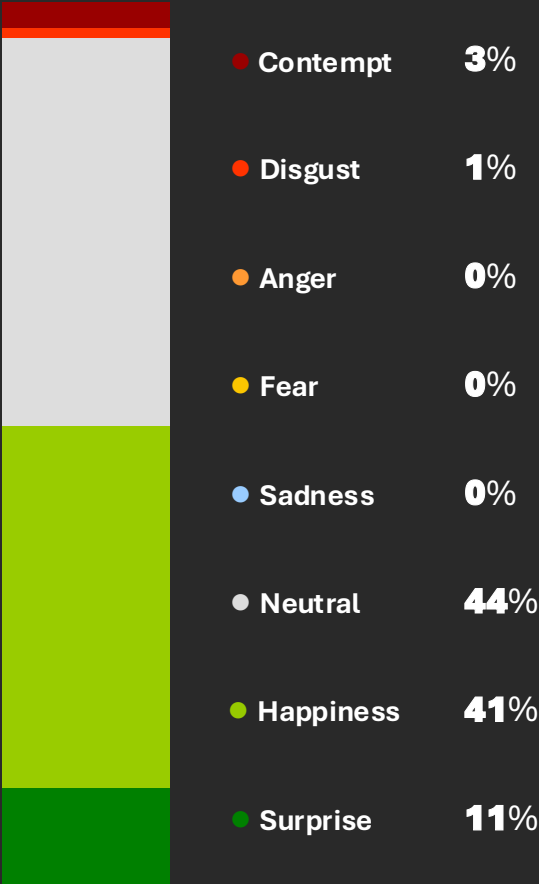


Buy Shares (%)



Emotion-into-Action™
Modest

Emotional Response



Reasons for Emotion

	COUNTRY AVERAGE	YOUR IDEA
Contempt	8%	3%
Disgust	5%	1%
Anger	0%	0%
Fear	1%	0%
Sadness	2%	0%
Neutral	35%	44%
Happiness	36%	41%
Surprise	12%	11%

Emotion-into-Action™



It doesn't look appetising
Do not like nuts

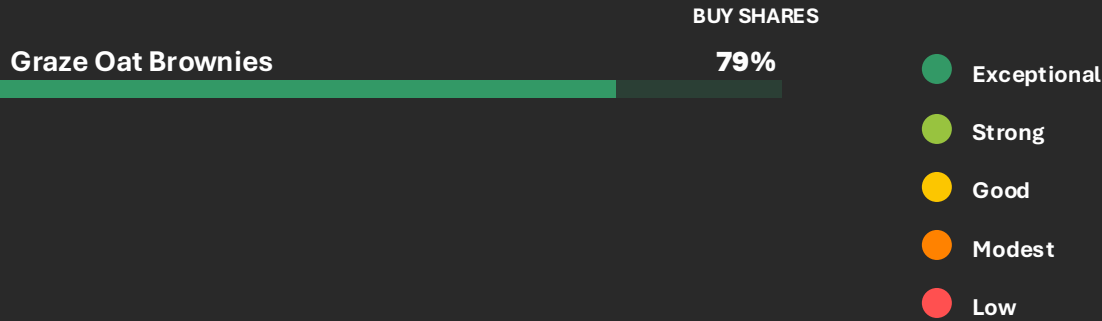
Do not like the taste

Not for me
Prefer without nuts
Average, fair
Average product

It looks a tasty product
It is easy to understand and well organised
It looks healthy and delicious
It's healthy

Not the first flavours I would consider, but sounds good
Look amazing
Not the usual thing for Graze
Good product

Share Trading



% of people who would probably buy shares in each idea

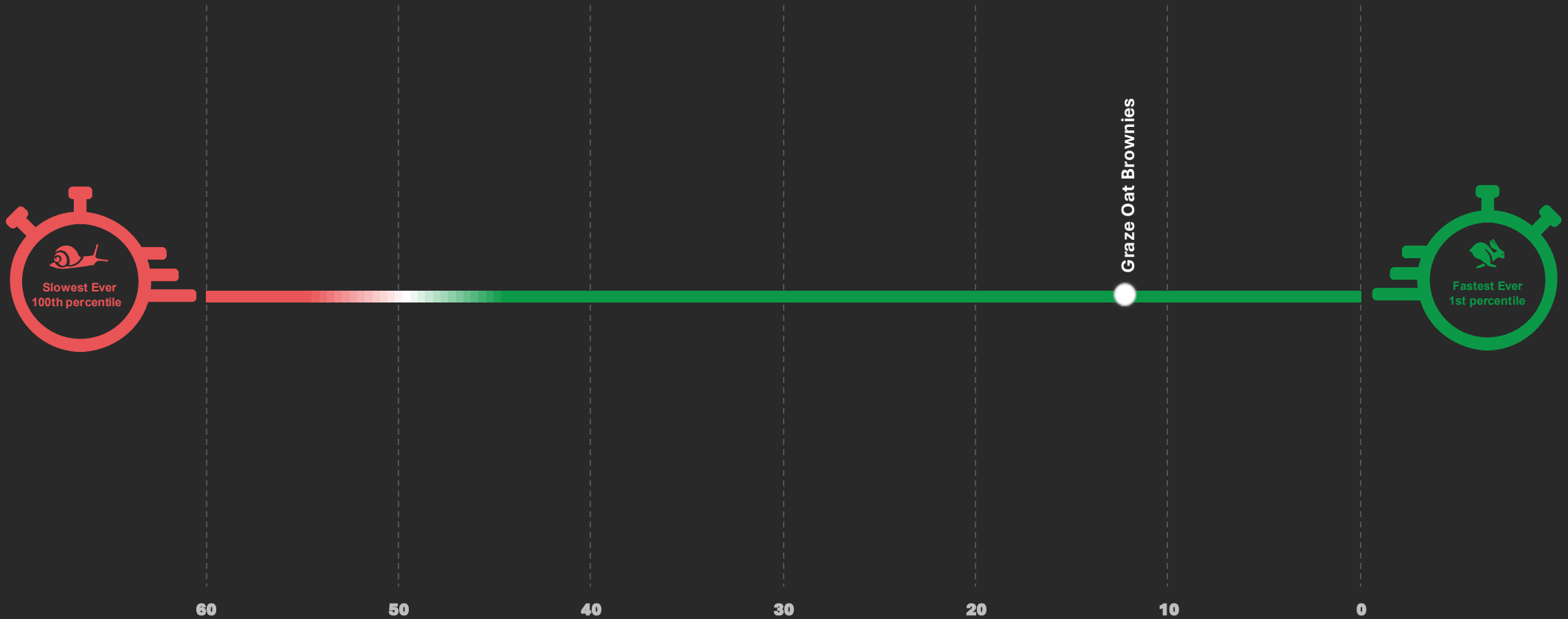


 **IDEA**

Graze Oat Brownies

03 August 2026

Speed of Trading



Fluency of the ideas is measured by the decision time taken to buy or sell shares in each idea



IDEA

Graze Oat Brownies

03 August 2026

Advantages & Improvements

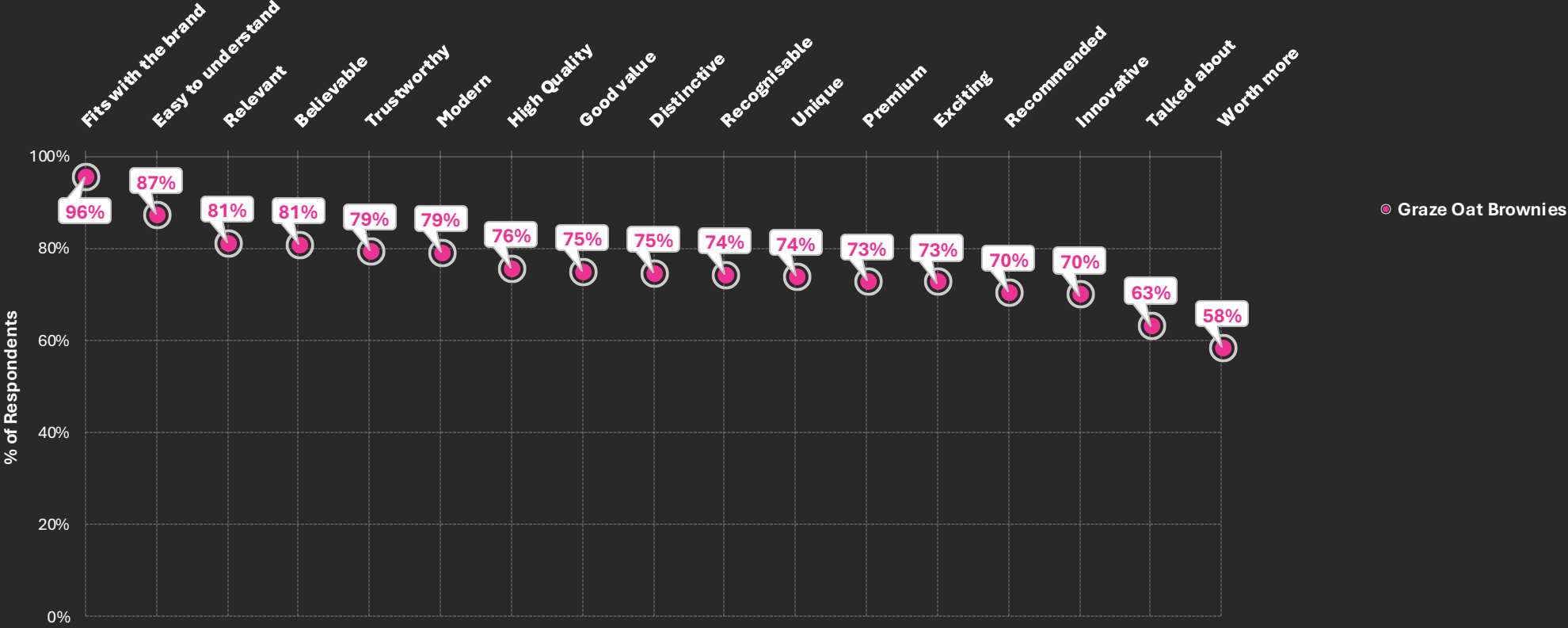
Main Advantages of the idea

Because of its nutritional value and natural nature	23%
Nutrition	20%
Healthy	19%
I don't see any advantages to this product	7%
The biggest benefit is that it is filling, tasty and contains fibre	5%
Very new and different	4%
Healthy and delicious, it's a win-win situation	4%
Only the fact that they're claiming it's healthy because they've used whole grain	3%
Variety in flavour	3%
Nothing in particular	3%

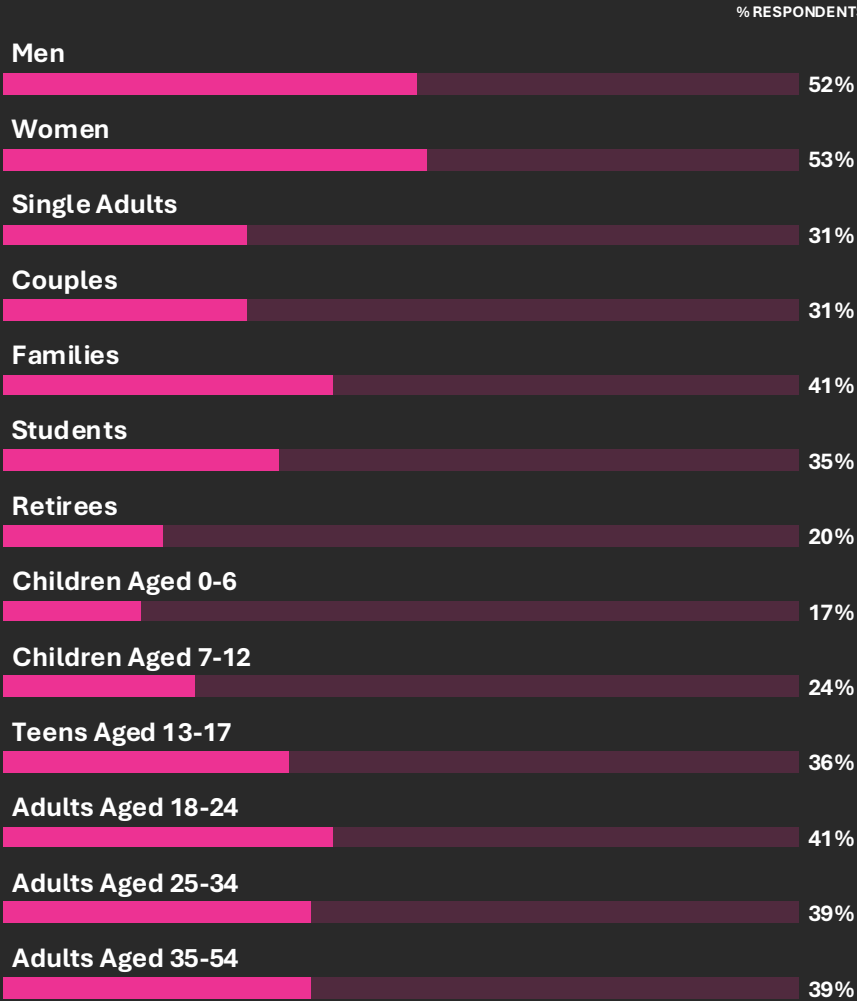
How to improve the idea

By improving the quality of grains to be used in production and adding natural flavours	24%
More flavours	21%
Make the flavours more interesting and modern and abandon the brownie connection as that is a bit out of date	7%
Make the flavours more interesting and modern and abandon the brownie connection as it's been done to death	5%
By removing any processed or highly processed ingredients, especially palm oil	5%
Remove the nuts	5%
I'm not sure	5%
I would widen the flavours available and try to include more fruit flavours	4%
Make them more like a flapjack	3%
It's fine as it is	3%

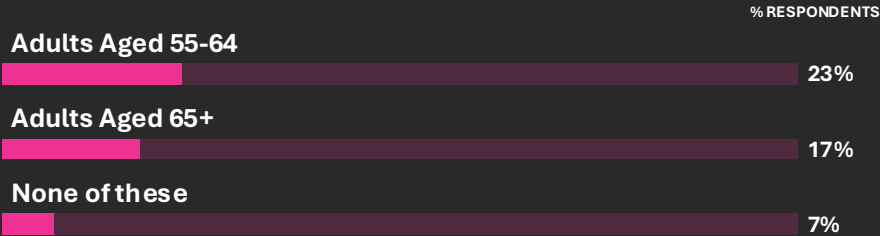
Implicit Attributes



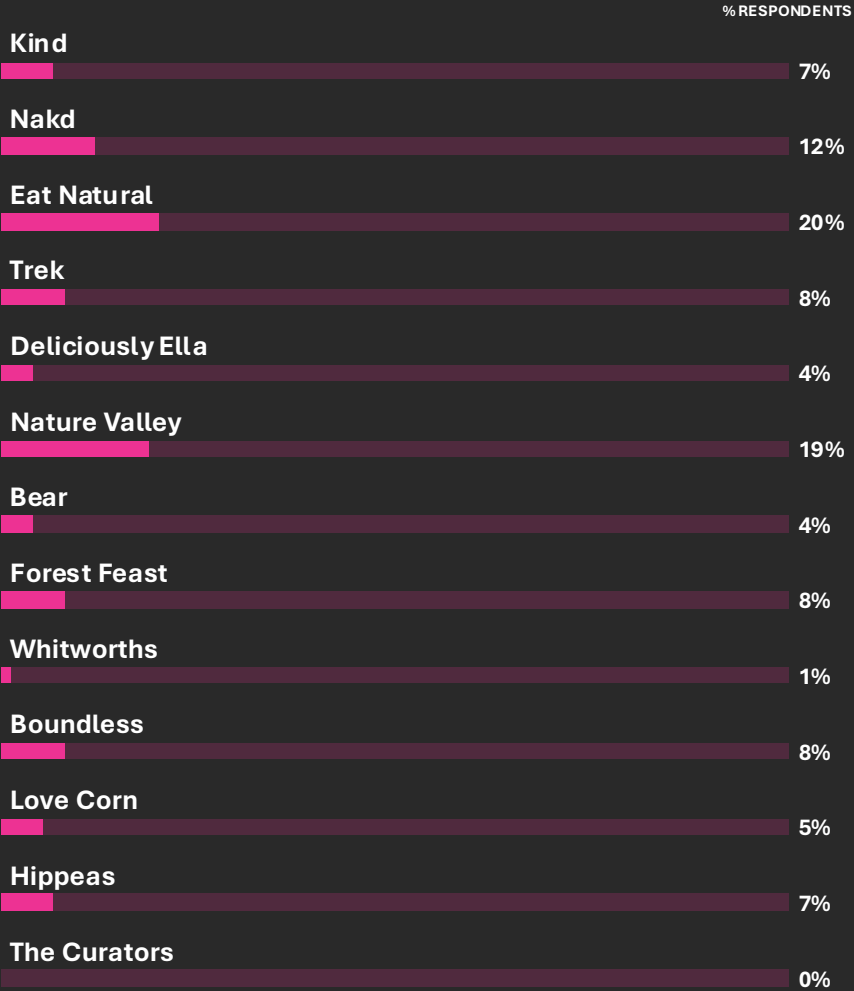
Target Appeal



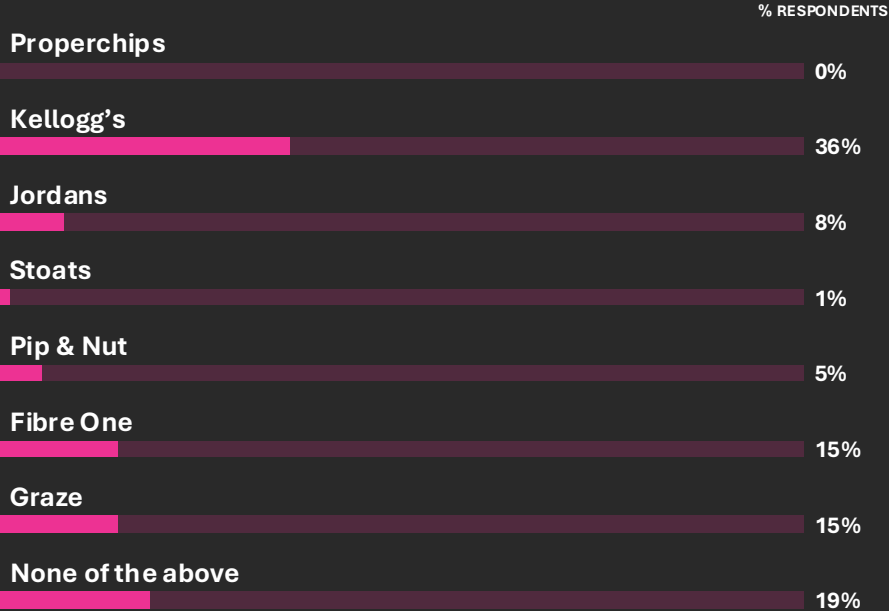
■ Graze Oat Brownies



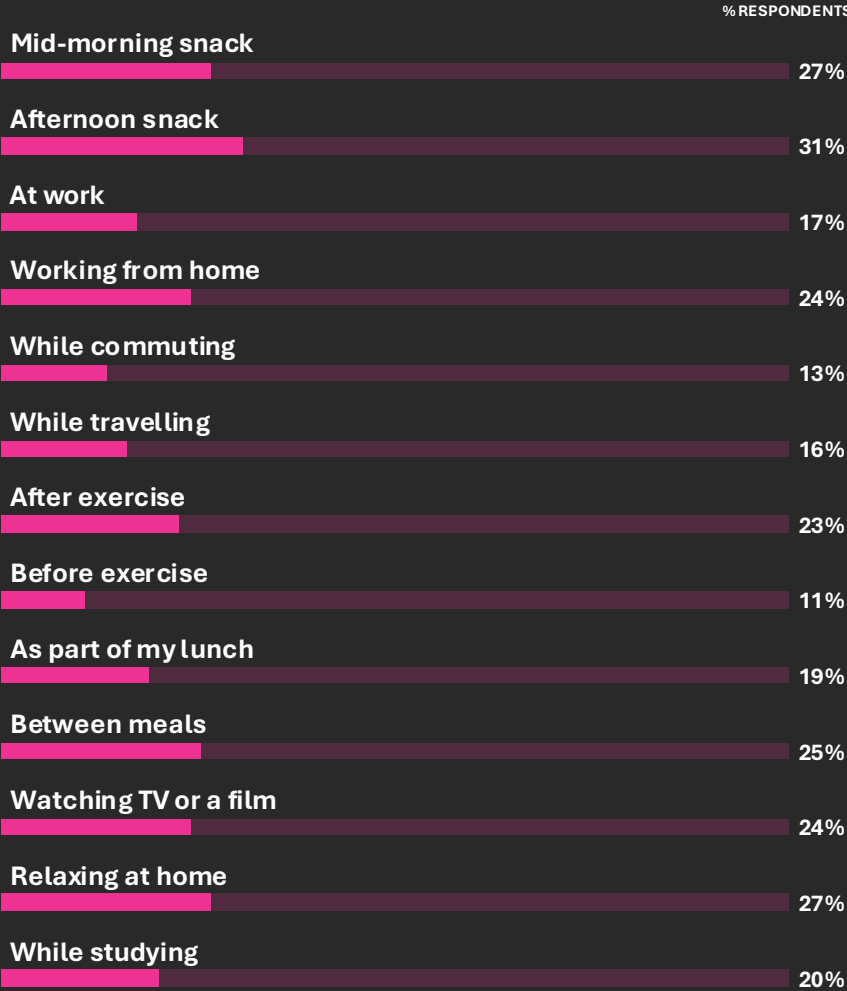
Substitution



■ Graze Oat Brownies



Occasions



■ Graze Oat Brownies



Additional Question | Single Answer

Please tell us whether you would buy this product instead of or in addition to snacks you currently buy?

I would buy it in addition to snacks I currently buy



49%

I would buy it instead of snacks I currently buy



25%

I would buy it instead of having a homemade snack



4%

I would not buy this product



21%

System1

Create with Confidence

Improve Your Ideas with Guidance

Optimise your ideas for a successful launch
with recommendations from our experts.

Turn a good idea into the next star for your brand.

[Book an Appointment](#)