

Snuggle Puppy Is Proven to Help Children!

An informal case study was conducted to confirm whether the Snuggle Puppy HERO concept works. Here's what we did:

- 152 members of a Sensory Processing Disorder Group were invited to join the Snuggle Puppy Research team to test the effectiveness of Snuggle Puppy in helping children with Autism Spectrum Disorder.
- Samples of Snuggle Puppy were sent to all participants to test effectiveness of the Snuggle Puppy HERO concept.

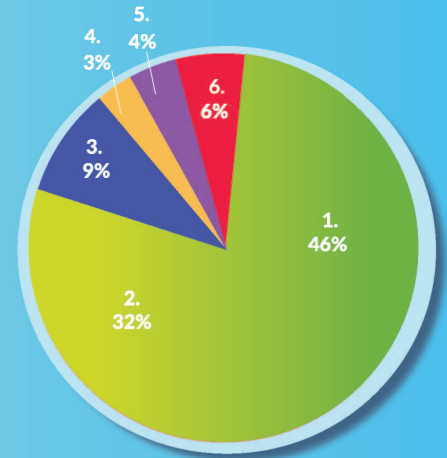
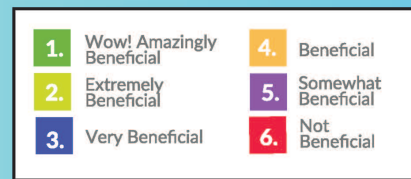
Children diagnosed with Autism, ADD/ADHD, Dyslexia, Development Coordination Disorder, and SPD-NOS (Not Otherwise Specified) were included.



Check Out These Amazing Results

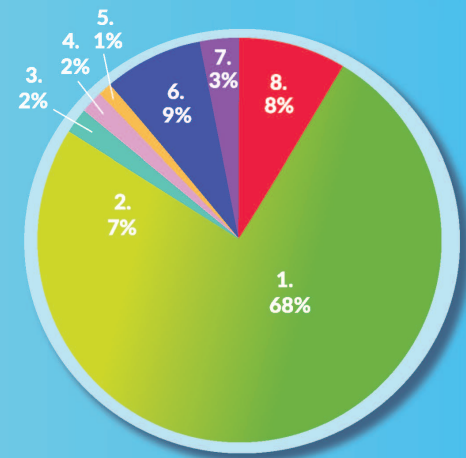
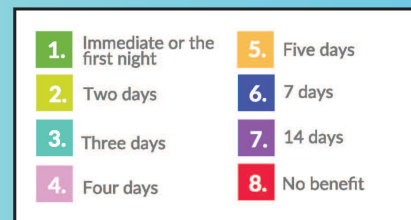
- How beneficial was Snuggle Puppy for your family?

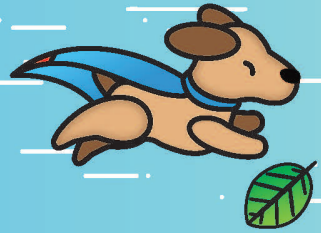
78% reported an above average experience!



- How long did you use the Snuggle Puppy before you realized a benefit?

75% saw a benefit within 48 hours! Wow!





We've Proven Your Customers Will Purchase HERO Over Other Related Products In Your Store!

We hired a top-notch design and research agency to compare HERO to other products in your store.

This particular agency specializes in testing the customer buying experience and how consumers narrow choices to make their final purchase decision.

After several rounds of testing various creative and messaging options, we came up with a clear winner but one more test was needed.

The goal of the last test was to determine whether the final design concept will lead to the highest sales performance in market.

462 parents of children were asked to give their thoughts on the product, and here are the results!

Snuggle Puppy HERO Is the Clear Winner for Purchase Intention Compared to Other Products!



Snuggle Puppy | Competitive Testing | November 29, 2021

If you're bringing HERO into your lineup, you want to make sure it sells. Our testing shows the package will get grabbed, and it will sell over other products. HERO is a unique product that will stand out on the shelf or in your E-commerce platform.

What did parents prefer about Snuggle Puppy compared to the other products?

"The simulated heartbeat is a big plus. Beyond that, a puppy seems more comforting and this one is inviting. The alternative just seems plain."

"I feel the Snuggle Puppy HERO has more eye-catching appeal because of the bright colors. It also has much more sensory options to comfort a child."

"Because it has a real heartbeat and it is huggable. And it is a puppy."