
What went wrong? Explain and support your statements

What went wrong with Campbell's IQ meal was that even though the product did test well in the early taste tests, they were lacking in variety of meals and it was way too expensive. According to the Campbell's IQ Meals case, there were those who had stayed with the program since January and showed great health benefits, but complaining how they were getting tired of the same nine meals over and over again. Another thing that went wrong was their price for consumer to stay in the program. It was too expensive. Each meal pack cost \$80 and recommended plan was for 10 weeks which in total costs \$700. That's a lot of money for families with a fixed income.

What might Campbell product developers or executives have done differently? Or was this one just doomed from the start? Provide some or similar examples from the real business experience by using additional information.

What they would've done differently is continued in the long-term to listen to the consumers complaints about the lack of variety in their meals. They didn't really think that this would be a problem since they were testing the program out on a short-term, but it came unexpectedly in the long term. It's hard to say if they were "doomed" from the start since they did well on their clinical trials. However, the main problem was to persuade and keep consumer to stay long-term in the meal plan that is overly expensive for a 10-week meal. One company that I can think of that helps with long-term health benefits is Herbalife. They are a global multi-level marketing corporation that sells and provides consumer with dietary supplements, weight management, and personal care products. Campbell then could communicate their IQ Meals as a health benefit or dietary plan like Herbalife rather than creating lines of unfrozen healthy food that people can just go to the store and get. It would be better if they had put in some more time and effort into their evaluations during the clinical trials and programs.