

CURION

SCORE

Product Performance Measurement.

We got curious! Are the best-selling chicken tenders actually the best-liked? And are the restaurant versions really better than store-bought?

Curion Score™ will find out in Curion's next Primary Research project!




We're crowning a winner in the **Chicken Wars!** Designed with the Restaurants and CPG Chicken Tenders categories in mind, and powered by a database of 587 million datapoints, the **Curion Score™** measures product performance in the context of your full category to give you greater confidence and empowered decision making.

In this highly anticipated research project, we will leverage Curion Score™ to find the truth:

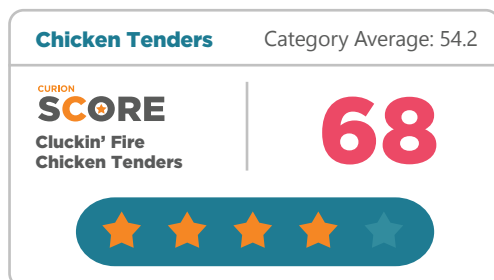
Which are the best Chicken Tenders around?

Our Chicken Tenders Restaurants and CPG Primary Research

We're running a study on Chicken Tenders to...

-  **1. Reveal how a product's Curion Score™ stacks up** against tight competition with a bigger competitive set you won't find anywhere else.
-  **2. Find out if the leading store-bought brands of Chicken Tenders are really as good** as these Restaurant brands.
-  **3. Discover opportunities and liabilities** of the Chicken Tenders when branding is removed.

YOUR NEW ACTION STANDARD



How can your product score ABOVE the category average? Your Curion Score™ Drivers Analysis will tell you inside your report.

Here's what we're testing...



Interested to find out what we learned in your category, or learning your product's Curion Score™ against a full category?

If this Chicken Tenders research sounds intriguing to you, reach out to our Curion experts below for a **full review**.

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Curious how a Chicken Tender stacks up on a finished product, as opposed to standing alone? We're here to help you find out!

curion
Consumer Insights. Delivered.