You're not just getting a new **opportunity**. You're giving David one.

What are the perceived health-related consumer benefits of choosing a dairy product as snacking - and how can we most optimally measure this?

- We are Arla's Sensory & Consumer Science team and part of Arla's Innovation Centre, Marketing & Innovation
- We are situated in the brand new Arla Innovation Center in Skejby from 1st of February 2017
- We conduct & consult consumer research often with products directly involved, and we develop & implement new research methods through close collaboration across Arla and with universities
- As for instance, we do front-end research via online surveys on health behaviour & health communication effects among consumers, as well as tasting sessions

The project we offer you

The purpose of this project will be:

1) To deep dive into the understanding of specific health-related benefits perceived by consumers when eating selected dairy snacking products throughout the day.

2) To explore the most optimal methods for measuring health-related benefits among consumers.

3) To suggest how this insight impacts development of new dairy snacking products and health communication.

You will be working as part our inspiring and dynamic work environment, as part of our team and the greater Marketing & Innovation section

Student qualifications

- Enrolled in a Business Economics education, e.g. Marketing Management
- Experienced in Qualitative & Quantitative market research methods & analyses
- Experienced in Qualtrics, SPSS & NVivo or similar tools
- Interested in working with exploration of the combinations of observational and interview based methods
- Curious of nature, Works independently, & Interested in business impact of market research

How can you apply?

To apply for this thesis topic please send a synopsis and your CV to thesis@arlafoods.com no later than October 26th 2016 with the subject name "Dairy Product as Snacking". You will be notified whether your synopsis has been chosen by the thesis advisor for cooperation no later than November 11th 2016.

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