

## Case Study:



### Background

DeAgostini is a modern, dynamic, global publisher dedicated to engaging their consumers' passions through soft educational, collectable and general knowledge products across multiple media platforms.

**"We recently partnered with Toluna at the most important market research event in Italy, where we co-presented our experience and results with Toluna's automated solutions and demonstrated how innovation is key for our company. Products like PowerConcept and QuickSurveys are quick and effective tools that help us to be continually strategic, and I'm very thankful to the team at Toluna for their constant support."**

Mauro Gagliardone, International Marketing Innovation Consumer Insight Manager

De Agostini Publishing is present in 46 countries with 42% global market share, and production that ranges from courses and soft-educational products for children and adults, to model collecting and general knowledge, in both print and digital.

Toluna's research team helped DeAgostini validate their products and understand how to improve them based on consumer opinions.

### Why Toluna

DeAgostini originally partnered with Toluna several years ago, and continues to be very satisfied with the support they receive. Toluna's digital solutions platform enables DeAgostini to automate their research process, and in turn, their time to insight, by reaching consumers worldwide in real-time. This enables DeAgostini to take actions that drive better business results.

### Toluna's Service

Toluna is constantly investing in new technologies and automated research solutions. Having recently adopted **PowerConcept**, Toluna's fully automated, real-time concept testing tool accessible on the Toluna QuickSurveys™ platform, DeAgostini is able to run concept tests to understand the overall strength of our products, all through an intuitive wizard. This empowers DeAgostini to make well-informed decisions on what specific features to emphasize to consumers, as well as the key benefits to address in their multi-media marketing and communication campaigns.

### Takeaways

Consumer insights are constantly changing for a fast growing company like DeAgostini, and a fast response is imperative. DeAgostini's time to market is 6-9 months and with Toluna's automated insights solutions, they've been able to launch a survey and obtain the consumer insights they needed in only 24 hours on a niche target. More specifically they've been able to

- Focus 90% of their time on consumer intelligence vs consumer insight activities
- Redesign the packaging according to consumer's opinion
- Prepare a TV commercial targeting the right age group
- Launch the product in shops only 10 days after the study

