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Centralized Budget

## Challenge

Boiron had a decentralized approach to research and analytics. There was little control over the budget, length of projects or their quality.

With new leadership, Boiron was searching for a solution to speed up decision making, including the development of new packaging. The aim was to respond to questions from stakeholders in only “minutes” by quickly getting the opinion of end customers.

There was also a need to control budget even in a decentralized model.

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Packaging tests

## Solution

Boiron chose Toluna QuickSurvey’s platform for its flexibility, ease of use and ability to immediately reach millions of consumers globally. The self service platform, combined with an intuitive interface, meant that the teams could program surveys themselves.

And with Toluna’s reach, Boiron has access to over 26 million consumers across the globe. Global access was a must since Boiron has 19 subsidiaries and a presence in over 50 countries. And even better, Boiron was able to interview respondents in several countries simultaneously which increased their speed to market.

Just as important as speed and reach, Toluna has strict controls on quality; combined with the integration of Harris Interactive UK’s methodology, the results are reliable and can be used for NPD decisions with confidence.

26M

Consumers on the Toluna Panel

## Impact

In what would have taken several months, Boiron was able to conduct three packaging tests in just over four months. By quickly soliciting several hundred respondents for each test, Boiron received immediate feedback, and was able to decide on a version of packaging that would be successful in market.

And with the Toluna QuickSurveys credit system, Boiron could maintain control over the budget in a centralized manner.

Toluna QuickSurveys has allowed Boiron to be quicker to market with tighter cost controls – and no sacrifice on quality.