



CASE STUDY: KERRY FOODS ADOPTS FAST-FAIL RESEARCH APPROACH

BUSINESS CHALLENGE

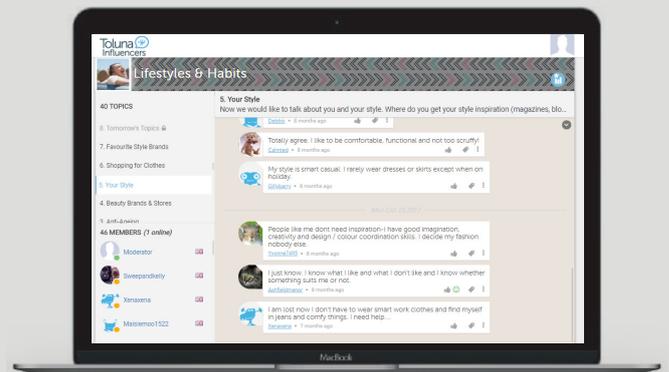
Kerry Foods is a large food manufacturer specializing in prepared meals, as well as a large assortment of meats, dairy products and beverages to food retailers and food service operators.

Kerry Foods needs to understand what is happening at the forefront of restaurant and dining culture and how this translates into what people will expect on supermarket shelves in the next several years. Kerry Foods needs consumer insights, critical to developing and launching products designed with consumer needs in mind. For example, while charcoal activated chicken korma is popular in a niche market, it is not likely to fly off the shelves in a mainstream supermarket.

CONSUMER INSIGHT

Research timelines and budgets are always a consideration, and the need to support fast-fail decision-making is paramount to Kerry Foods. The consumer insights team at Kerry Foods strives to efficiently test assumptions before embarking on more detailed and costly research. Further, the team wanted to dig in deeper and learn from consumers what they wanted from new products.

CLIENT:



Client Profile/Background:

Kerry Foods, Dan Wright, Strategic Insights Lead, Meal Solutions

The Kerry Group was started 40 years ago as a cooperative of farms in Ireland and has grown to be one of the largest ingredient and food technology businesses in the world.

Kerry Foods is the 'retail facing' part of the group and includes the following brands and more, Richmond Sausages, Cheestrings, and Fridge Raiders.

<https://www.kerrygroup.com/>



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COMMUNITY SOLUTION, AND QUICK SURVEYS

Kerry Foods has an enterprise community, and uses this community to dig deeper with its members. They also select subsets for specific projects. For example, the team needed to quickly validate advertising concepts, and selected a sub-group of general panelists for a QuickCommunity.

The community helped to shed light on the company's brand, and tested new brand elements.

This qualitative feedback provided a clear direction as to which was the favourite and why.

This enabled the Kerry team to provide rich feedback to the creative agency, refine the concepts and deliver a better outcome.

