



CASE STUDY: PERONI: IN THE ULTRA-COMPETITIVE FMCG BUSINESS ENVIRONMENT, TRACKING BRAND AWARENESS AND TESTING NEW IDEAS IS A CRITICAL VARIABLE TO SUCCESS. TOLUNA HAS DELIVERED IN SPADES.

BUSINESS CHALLENGE

Peroni had a goal of increased brand awareness and visibility and to do this, they needed to find a partner to run several types of research with objectives spanning brand awareness, pack screening, and consumer behaviors. They knew consumer feedback was critical to their success.

SOLUTION

Toluna's digital solutions and research services enable Peroni to obtain consumer insight and help inform their marketing team in taking decisions. Peroni noted several benefits to working with Toluna, including;

- Toluna's real-time digital insights platform empowered Peroni to reach their target audience and quickly obtain results and analyze data online.
- Toluna's research team was able to provide additional support when needed, specifically by adding analysis and helping to design questionnaires.
- Toluna Tracking service. Peroni was able to get feedback on marketing activities among a sample of beer drinkers and gain insights about the effectiveness of activities.

CLIENT:

PERONI
NASTRO AZZURRO

Industry: FMCG

Client Profile/Background:

Peroni is a brewing company, founded in Italy in 1846. Peroni group owns a variety of beers brands and is well recognized for Peroni, a pale lager.

However, it is probably best known worldwide for its premium lager, Peroni Nastro Azzurro – Italian No. 1 premium beer worldwide. Nastro Azzurro launched in the United States in 2005, and is enjoyed across six continents within 70 countries worldwide. The iconic Italian lager has won over tastemakers and trendsetters looking for a crisp, clean beer that complements their style.



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IMPACT

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“At Peroni we are delighted to be a partner of Toluna. We love their constant support as well as their digital platforms. Especially Toluna QuickSurveys gives us 24/7 on-demand access to our target audience via an easy-to-use, real-time survey platform.”

Leonardo Carai Consumer & Shopper Insight Specialist