

PUKKA

24

hours

4

concepts

~1000

consumer respondents

2

winning concepts in market

Challenge

A leading pie company wanted to expand its market; it needed to understand which concept to bring to market that would enable growth.

The company wanted to create new flavours that would appeal to its existing consumer base of pie buying meat lovers, but also increase its market share by attracting a **new targeted segment, vegetarians**.

With stakeholders looking to make a decision quickly on which product to go to market with, the pie company's research team had less than a week to gather the appropriate data and make a recommendation.

Solution

Using the QuickSurveys platform, close to 1,000 consumers in their target segments were surveyed: **meat eating pie buyers & vegetarian pie buyers**.

They were able to show four concepts (four veggie variants) to determine **appeal, purchase intent & believability** to each segment.

Since Toluna technology has immediate access to their proprietary panel, the research team was able to collect and report on the data 24 hours after it launched the project.

Impact

Toluna enabled the speed and quality needed to make the important “go no/go” decision within the NPD cycle.

Not only was the pie company able to quickly access the segments they needed, but the client friendly reporting tool made it possible to send results to stakeholders immediately.

As a result, QuickSurveys helped them **successfully launch two winning concepts** within their Veggie range for each of their segments.

These new products are doing very well and are available in major grocery stores.

