

## Case Study: **PUKKA**

### Background

Pukka Pies is UK-based independent, family-owned manufacturer of pies and pastries founded in 1963. Producing approximately 180,000 pies and pastries daily, Pukka sells 60 million pies a year across the globe.

**“Working with Toluna allowed us to quickly collect valuable consumer insight to direct our new product development and better ensure their commercial success. The real-time reporting and infoboard was a real standout to share with the team.”**

-Lindsay Filmer, Head of Marketing - Pukka Pies

### Challenge

Pukka Pies was wanting to understand what would be its optimal NPD launch plan. They tested a number of broad NPD concepts to get feedback on measures including appeal, propensity to purchase and brand fit. To do that successfully, they first wanted to test each of these new product concepts against each of their target markets to better understand how each would be received commercially. To do this, they would need access to consumers in each of their identified segments and technology that would allow them to appropriately test these new product concepts and quickly view the results to direct their market strategy.

### Action

Based on previous experience with Toluna, Pukka Pies was confident in choosing Toluna’s real-time, automated concept testing tool, PowerConcept, to gain the insights they were looking for. With PowerConcept, Pukka was able to conduct reliable, industry-standard concept testing ten times faster than traditional methods, enabling them to simultaneously test 8 concepts against 4 market segments and obtain the immediate consumer feedback they were looking for.

### Result

Using Toluna’s end-to-end automated concept testing capability, Pukka Pies successfully created and fielded their market study and obtained real-time insights over the course of a single weekend. By Monday, the Pukka Pies team was able to quickly circulate the results through an auto-generated infoboard of actionable insights and enhanced data visualisation so the wider group could quickly discuss their expansion strategy and confidently bring their new products to market.

