



CASE STUDY: UK-BASED PUKKA PIES TURNS TO TOLUNA ADVANCED TECHNOLOGY TO GAUGE CUSTOMER APPETITES FOR PRODUCT LAUNCH

BUSINESS CHALLENGE

Pukka Pies needed to understand what would be its optimal new product development launch plan. The company wanted to test a number of broad new product development 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 they would be received commercially. And they needed results in real-time to conform to tight marketing development scheduling.

SOLUTION

Pukka found the solution it needed in PowerConcept, Toluna's real-time, automated concept testing tool. Toluna advanced technology allowed planners to:

- Conduct reliable, industry-standard concept testing ten times faster than traditional methods
- Simultaneously test 8 concepts against 4 market segments
- Obtain the immediate consumer feedback they were looking for
- Quickly view the reliable results to direct their market strategy

IMPACT

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 visualization, so the wider group could quickly discuss their expansion strategy and confidently bring their new products to market.

CLIENT:



“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
Industry: Food & Beverages

Client Profile/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.