



## CASE STUDY: FLAVORED WATER MANUFACTURER LOOKS TO TOLUNA FOR HELP TO ZERO-IN ON PREFERENCES OF HEALTH-CONSCIOUS CONSUMERS

### BUSINESS CHALLENGE

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We have been working with Toluna for three years and have been very happy with the flexibility that the system provides. Consumer insights are constantly changing for a fast growing company and category like ours and we need to be able to respond quickly.

We can reach a lot of people quite fast and this helps us understand which marketing programs work well in certain markets and where to focus next. We know that awareness of the category is high when people are reminded, but we have a huge opportunity in top of mind awareness and brand consideration.

### SOLUTION

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In 2016, in order to introduce new flavors prior to the critical American summer season, VOSS turned to QuickSurveys to rapidly gain reliable consumer insights.

- Using QuickSurveys to assess consumer preferences in real-time, VOSS researchers were able to zero-in on two new appealing flavors: Lemon Cucumber and Tangerine Lemongrass just in time for spring.
- A year later, the team conducted additional testing using QuickSurveys, with testing leading to another flavor: Lime Mint.

### CLIENT:

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**VOSS**  
artesian water from norway

#### Client Profile/Background:

Voss Water of Norway markets its sparkling artesian water in more than 50 countries, with a particular focus on the United States market.

The product is consistently rated among top brands in testing around the globe, and in recent years has gained significant traction in the lucrative American market. That has prompted the company to ramp up its focus on appealing to American specialty water drinkers.



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### RESULT

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Thanks to the extensive research VOSS has conducted using QuickSurveys, the company has been able to extend the popularity of its brand to a new group of health-conscious but discerning water drinkers.

The new VOSS flavors scored extremely well with flavored sparkling water drinkers and satisfies our consumers' quest for healthier options.

“Sparkling water is currently one of the fastest growing categories in beverages, with flavored sparkling water growing even more quickly, as consumers look for healthier alternatives to sweetened, caloric drinks”

Ken Gilbert, CMO of VOSS Water of Norway.