



COUNT ON TOLUNA TO... STAY RELEVANT IN THE CONSUMER PACKAGE GOODS CATEGORY



Case Study: Outsourced Sales and Marketing Agency

Background

Founded in 1927, Acosta Sales & Marketing has grown from a local food broker to become the leading outsourced sales and marketing agency serving consumer packaged goods (CPG) companies and retailers across North America.

“Agnimusam in essimi, ut etus, qui rest hicabo. Aque que nost velic te sunt voluptatem int volenditatur rendenima quuntia corro tem net erum que sim alita quam, eaquidu ciumqui doloreh enihil ipsam asperumquis mo dem.”

Client Name, Job Title - Company

The Acosta 10,000+ member online community is integral (a key competitive differentiator) to Acosta’s ability to provide shopper insights and strategically inform clients. The Shoppers Perspective Community grew considerably since inception 4 years prior, gaining significant notoriety as a resource for quick, simple, and cost-effective research with Acosta’s clients.

When Acosta Sales & Marketing needed to expand their Community Panel to accommodate the growing research demands of their extensive client base in North America, the solution was an integrated expansion plan that included expanded qualitative capabilities, expanded panel size, and a redesign and migration to a move to Toluna’s more sophisticated PanelPortal™ platform.

Challenge

Taking the community to the next level

This growth created an overwhelming demand for an enhanced shopper community management solution. In

turn, Toluna provided the PanelPortal™ platform, and used it to manage this community and help with their needs for deeper panel technology, outsourced services, and panel growth and included options such as more dynamic question types, superior reporting capabilities, and scalable panel health systems.

Toluna Difference

Toluna’s plan for Acosta Sales & Marketing included: 1) Ensuring a successful migration from the existing community platform without significant impact to the members; 2) Planning for more diverse research including both quantitative and qualitative activities; 3) Creating a plan for growth to meet increasing demand from stakeholders.





COUNT ON TOLUNA TO... STAY RELEVANT IN THE SNACKING CATEGORY



Ensuring a Successful Migration

The existing 10,000+ panel members were migrated to Toluna's PanelPortal™ platform in July 2013, after 2 months of preparation and implementation. Toluna determined the best methods for the panels to transition with special emphasis on branding the front-end web interface, implementing a new incentive points program, capturing extensive profiling data and executing an effective communication strategy to members to inform them of the changes.

The existing Shoppers Perspective Community consisted of four large CPG-focused segments: 1) General Shoppers, 2) Natural/Organic, 3) a specific membership-only warehouse club and 4) Military Shoppers. To build a stronger affinity, it was decided to create two separate community brands, allowing Acosta to focus research and activities amongst the two most diverse groups: General Shoppers and Military Shoppers.

Shoppers Perspectives and Military Shoppers Panel were integrated with Facebook using Toluna's PanelPortal Connect capability to maximize brand integration, optimize future recruitment, and eventually allow for inclusion of social media data.

More Diverse Research: Quant & Qual

Prior to Toluna's input and expertise, the vast majority (95%) of interaction with the community was through survey-based research.

Online qualitative was introduced to enhance member engagement and provide additional research value. The PanelPortal platform has extensive community features. Acosta takes full advantage of features, including discussion boards, blogs, journaling, and live chat. Over the course of the past 12 months, over 40 discussions have taken place among Shoppers and Military Shoppers, providing a groundswell of rich insights to complement the extensive survey research conducted.

Since the partnership with Toluna, a total of 102 surveys have

been conducted with the community (75 Shopper and 27 Military). Acosta and Toluna work in partnership throughout the entire data collection process.

Toluna often provides full research services including questionnaire design, scripting and data analysis/reporting. Acosta has the option to take on the full workload, and at times a hybrid approach is used.

To obtain survey results, Acosta simply logs into TolunaAnalytics™ to review, in real time, all data with the ability to filter and use cross tabulation, significance testing and weighting at the click of a button – then easily and quickly export to powerpoint.

A Plan for Growth

After the successful migration and over 100 successful projects in 12 months, the next phase is to review the health of the panel with an eye towards expansion.

Toluna's panel management team carefully examined the usage of the panel, reviewing activity and response rates and segmenting the panel into responder groups (high to low), then compared to Acosta's objectives for growth of the panel. A plan was set in motion to eliminate non-responders and grow the panel an additional 8,000 members over the course of the next year to support the expanding research needs. The plan is now being executed with recruitment through Toluna's ThinkAction™ network of trusted sample partners. The panel currently stands at 14,000 members and growing!

To read more about Acosta Sales & Marketing please visit www.acosta.com

