

Case Study: **JUST EAT**

Background

Just Eat is proud to be the world's leading marketplace for online food delivery. From humble beginnings in a Danish basement in 2001 to their 2014 listing on the London Stock Exchange, Just Eat now operate in 12 markets across the globe. They've created a world of choice serving everything from pizza to sushi and burgers to burritos. They see huge

"At Just Eat we are delighted to be working with Toluna. They've the right digital platforms and tech team expertise that help us deliver the right message to our customers."

Nabila Prieto, Marketing Communications Manager at Just Eat Spain

opportunities for growth and their long term ambition is to revolutionise the way people order and enjoy food. Connecting over 15 million customers with over 60,000 restaurant partners serving over 100 different cuisine types, they're working hard to deliver their vision to create the world's greatest food community.

Toluna's research team helped Just Eat evaluate and improve advertising campaigns based on consumer opinion.

Why did Just Eat choose Toluna?

Toluna's solutions enable Just Eat to conduct various types of research with objectives spanning from brand awareness, pre & post advertising test, and consumer behaviours.

Just Eat was searching for a digital insights company that could provide real-time consumer information and help inform marketing decision-making.

Toluna's Service

Toluna is constantly seeking ways to shorten time-to-insight by investing in automation & new technologies. Just Eat chose **PowerConcept** to test their television advertising creative. PowerConcept is Toluna's fully automated, real-time concept testing tool accessible on the Toluna QuickSurveys™ platform. Just Eat leveraged the strength of PowerConcept to make well more informed decisions on what specific advertising is preferred by consumers, as well as the key benefits to address in their marketing campaigns.

Takeaways

JustEat used the research generated by **PowerConcept** to test two different TV advertising campaigns run on the Spanish television. The results, provided by the automated reporting suite, highlighted the key insights enabling Just Eat's marketing team to take immediate action.

