

COUNT ON TOLUNA... STAY RELEVANT IN THE DRINK INDUSTRY

Case Study:



Peroni Background

Peroni is a brewing company, founded in Italy, in 1846. Peroni group owns a variety of beers brands and is well recognised for Peroni, a pale lager. However, it is probably best known worldwide for its premium lager, Peroni Nastro Azzurro – Italian No. 1 premium beer worldwide. Nastro Azzurro launched in the United States in 2005, and is enjoyed across six continents within 70 countries worldwide.

The iconic Italian lager has won over tastemakers and trendsetters looking for a crisp, clean beer that complements their style.

Why did Peroni choose Toluna?

Peroni was keen to find a partner to run several types of research with objectives spanning from brand awareness, pack screening, and consumer behaviours. Toluna's digital solutions and research services enable Peroni to obtain consumer insight and help inform their marketing team in taking decisions.

Toluna's Service

Choosing to partner with Toluna, Peroni has taken advantage of:

- Toluna QuickSurveys platform: our real-time digital insights platform has allowed Peroni to reach their target audience and quickly obtain consumer insights both in a DIY mode as well as through the help of Toluna's research team
- Toluna Tracking service: Peroni were able to get feedback on their marketing activities among a sample of beer drinkers and gain insights about the effectiveness of their activities.

Takeaways

Peroni partnered with Toluna to run several projects through QuickSurveys as well ad-hoc tracking. In the ultra-competitive FMCG business environment, tracking brand awareness and testing new ideas is a critical variable to Peroni success.

By using Toluna QuickSurveys, Peroni were able to reach their goals. They found a solution that met their needs quickly and were also able to achieve reliable results that respected their budget.

The Toluna QuickSurveys solution has found its place in their marketing team, complementing traditional ad hoc tracking. In addition to analysing the data online through TolunaAnalytics, Peroni relied on Toluna's Italian research team to design their questionnaires as well as build a complete ad-hoc report.



"At Peroni we are delighted to be a partner of Toluna. We love their constant support as well as their digital platforms. Especially Toluna QuickSurveys gives us 24/7 on-demand access to our target audience via an easy-to-use, real-time survey platform"

Leonardo Carai
Consumer & Shopper Insight Specialist