

How an F500 QSR Accelerated Time to Market & Maximized ROI on a New Product Innovation

Unique audience insights led to a more targeted and effective strategy to reach early adopters



“This solution has totally elevated our concept testing game. We have never been more prepared to work with our creative teams. We are finally building our messaging and activation strategy based on solid research and data.”

Director of Insights,
F500 QSR Company

The Challenge

In a highly competitive industry, a Fortune 500 quick service restaurant (QSR) was seeking to grow profits by introducing a new menu innovation that would expand its market share. The company sought to leverage their new product to both acquire new category buyers and drive incremental revenue opportunities within their current customer base.

In order to maximize the ROI of this new product launch, the company needed to implement a seamless transition from product development to creative development by establishing a best practice workflow for creative campaigns—from initial brief writing through to final validation and media planning and buying. Connecting the handoff between these two processes would allow for more resonant, targeted creative development and ad effectiveness.

In using traditional creative testing and validation for ad executions, the consumer insights team identified two problems, for which they needed to solve:

Timing prohibited iterations of testing, refinement, and optimization throughout the creative process, which led to...

The reliance upon an audience segment that wasn't based on potential adopters to develop creative against.

As a result, the brand had an opportunity to more deliberately identify and target the consumers most likely to purchase a new product to create more impactful campaigns built specifically for those consumers.

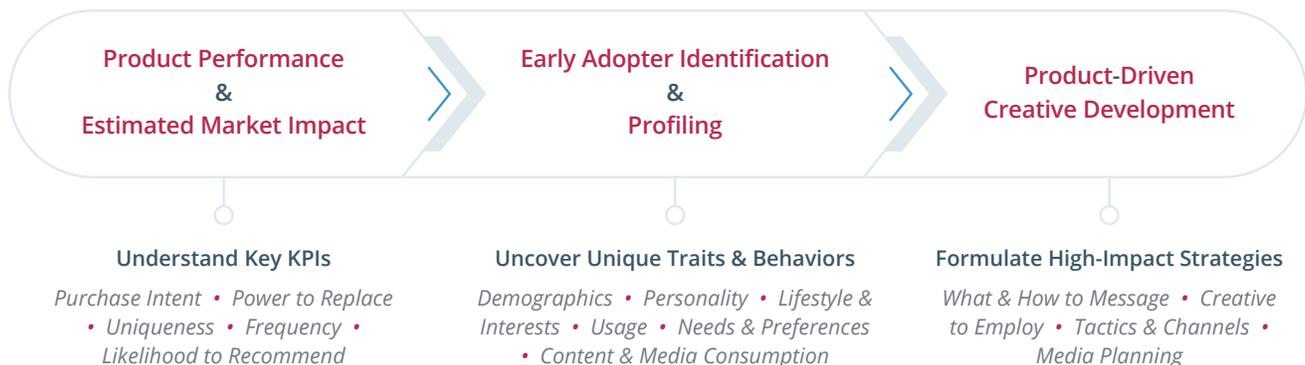
As part of informing a more connected creative workflow, the team also needed to identify and better understand early adopters of their newest product innovation—in order to best reach and engage with this audience, ensure in-market success, and ultimately grow market share.

The Solution & Research

The consumer insights team leveraged GutCheck Constellation®, an agile solution that connects survey data with billions of big data points to provide a holistic picture of consumers and how to effectively reach them. This methodology allows teams, like this one, to understand which consumers represent the highest-potential early adopters and how to entice them to purchase a new product.

This research focused on the following key question and objectives:

Who is the new product's early adopter audience, and how should the QSR brand consider messaging to that concept-favorable audience in creative development?



“This is very different from what we’ve been doing for creative testing and validation for our new products. It’s incredibly valuable to see messaging recommendations that speak directly to a consumer’s personality type and interests.”

– Director of Insights,
F500 QSR Company

The Results

Within three weeks, this solution yielded actionable insights that helped the team

01

Understand what the most profitable market opportunity was in their category, including its potential impact.

02

Identify their early adopters, or the consumers who would be most likely to adopt and buy their new product.

03

Uncover the best messaging, creative, and media tactics to profitably and rapidly activate early or likely adopters.

Market Opportunity & Potential

Current customers who would replace a lower cost item with the new, more premium product

Based on an analysis of both behavioral loyalty (actual market share based on purchase data) and attitudinal equity (consumer attitudes and perceptions toward a brand), the most profitable opportunity for this QSR brand was to retain and upsell existing customers. These insights uncovered an estimated 16.6 million consumers who could be influenced to replace the lower cost products they currently buy with this new premium product.

QSR category consumers who would be most likely to purchase the new product over competitive options and why

Even though the new product is poised to have the biggest impact on the QSR brand's current customers, analysis revealed an additional opportunity to obtain 31% of consumers who are currently purchasing a competitor's product more often within the QSR space.

A Holistic Profile of Their Early Adopter Audience

The deep dive into early adopters revealed that two of their current consumer segments were more likely to replace what they're currently buying with this new product.

In addition to a more comprehensive look at early adopters' demographics, which skewed toward males, analysis on their interests revealed the type of lifestyles they lead, both physically and socially, as well as the trends they follow. This audience is more likely than the general population to be interested in fun, exciting, and social ways to be physically active, but does lack a comprehensive view on health.



Messaging & Creative Recommendations

The audience intelligence helped them formulate ways to execute against their high-potential market opportunities by reaching, engaging, and influencing purchases among their newly identified early adopter audience.

What to Message

Behavioral and competitive analysis showed primary needs and preferences for this audience; the following recommendations were made to speak to those needs and drive purchases.

- Highlight specific flavors, ingredients, and other preferences
- Position the new product innovation as a more exciting, flavor-packed option relative to competitors' products (power to replace)
- Show how the new product would best fit into the routines of target consumers and entice them to consume at a particular mealtime

What Creative to Employ

A certain tone of messaging and imagery type were also revealed to be the most influential when promoting this product to the target audience.

- Messaging should use an upbeat, trendy tone that appeals to this audience's desire to spice up their lives.
- Active imagery that shows outdoorsy behaviors or fun, social situations should be used.

How & When to Reach: Channels & Tactics

The team was also able to understand how to best plan for activation of this targeted audience with media and content consumption insights:

- The top 3 traditional TV topics this audience prefers
- The types of websites and social networks visited most frequently
- How long, where, and when content consumption is at its highest

Armed with deep, holistic consumer understandings, this brand was able to successfully launch their product with more targeted and personalized promotional and activation strategies to efficiently and effectively reach their early adopters. This helped the brand to become more relevant within their category and ultimately drive new and incremental revenue among QSR consumers to maximize the profitability of their new product innovation.