

Case Study:

Asahi Agile Innovation Sprint

How we co-created a bespoke

concept testing suite alongside Asahi

The Challenge

Asahi looked across their business at all their different concept testing vendors and methodologies, and identified a number of issues that were holding them back.

Their existing insights partners weren't adding enough value and were using inconsistent approaches across international markets. This made results difficult to compare, added complexity, and fundamentally delayed decision-making.

With a heavy focus on achieving strong growth over the next 2-5 years, Asahi was seeking an insights partner for agile innovation sprints that would help them align on consistent methodology with their pre-existing KPIs that could be scaled globally and create cost efficiencies.

And they weren't just looking for a tool that could provide rapid results. They wanted a credible partner with research expertise to help them understand the implications for their business.

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There's always a need to balance research expertise with technology. There's a lot of amazing tools out there, but at the end of the day, I want to know that it's not just a cool SaaS platform, but someone who really knows about concept testing or innovation, too.

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In the NPD process, our role is to deliver the why behind the what. It's not enough to just say, 'these were the results. It's failed or it's passed.' If I can't explain why, it doesn't really matter that I delivered the results in 24 hours.

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Stakeholders need continuity... Fundamentally, the challenge for us was to deliver a new methodology that looks exactly like the old methodology.



Rosa Halford

Global Insights Manager

How We Solved It

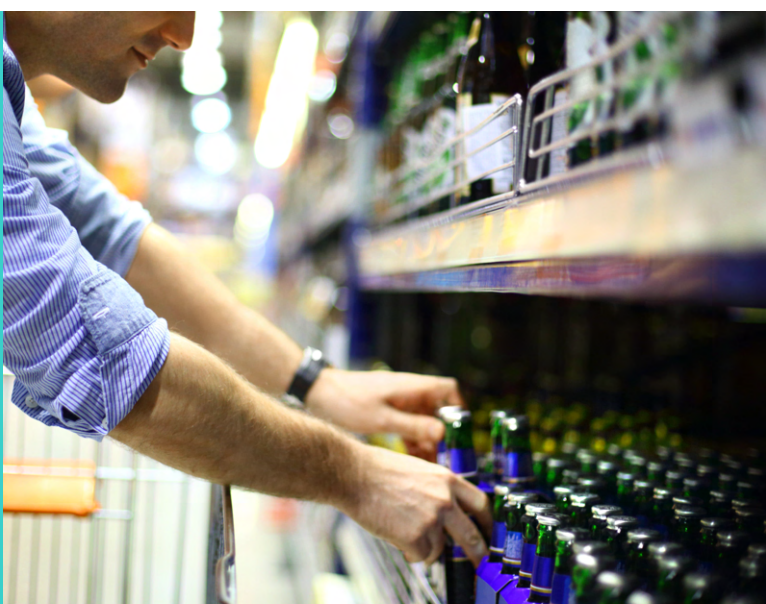
Our multi-disciplinary team comprised of research, technology, and delivery experts actively listened to the Asahi team to understand their needs and deliver a proof of concept for international agile innovation sprints. Through this collaborative process, we co-created a tailored concept testing suite that is:

- ✔ **Bespoke** to Asahi with their KPIs embedded
- ✔ **Standardized** across the business and used by all stakeholders
- ✔ **Scalable** for all concept testing globally
- ✔ **Modular**, enabling the team to switch specific question types on or off, as needed

The instant rapport with Toluna's team of research experts proved critical at all stages. The sense of partnership was demonstrated from the outset in helping the Asahi team win over internal stakeholders, and even helped them fulfill unmet needs they didn't expect to solve. With the Asahi team stretched for both resources and time, our team provides support for each project, all the way through to custom reporting.

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For us, Toluna's flexibility was really key. The solution and hybrid engagement model allow us to be a bit self-service, a bit full-service... I think it more accurately reflects the day-to-day work of supporting an NPD process with insight.



The Impact

Consistency

- ✔ Using the same methodology for all NPD insights needs has made for easy comparison across markets
- ✔ “By being able to have our own KPIs built in and delivering the outputs in the same way everyone was used to, it felt very seamless. Happy stakeholders means happy me.”

Speed

- ✔ We've been able to deliver results much faster than competitors with the standardized approach
- ✔ “Personally, what I love about the instant access to results is being able to go into Toluna Start and get some really quick, grabbable charts or headlines for a critical meeting that has been dropped in last-minute.”

More Cost Effective

- ✔ With a standardized solution and efficiencies provided by Toluna Start, Asahi has been able to get more concept testing done to support more decisions, for less money.

Expertise Adding Value

- ✔ Toluna's team of experts have become trusted advisors to the Asahi team—from winning over key stakeholders across the business to providing custom reporting .