Use Case:
Asahi Europe & International
Challenge

Asahi looked across their business at all of their different concept testing vendors and methodologies, and identified a number of issues that were holding them back. They were adding complexity, adding time, and sometimes even creating repetition—all of which fundamentally delayed speed to decision-making.

One of the biggest issues was the use of inconsistent approaches across markets, making results difficult to compare.

Solution

By partnering with Toluna, Asahi was able to use a consistent, standardised questionnaire template. Additionally, they were able to embed bespoke KPIs that everyone was already accustomed to and aligned on.

The Asahi team was stretched for both resources and time, so Toluna's agile service model for both operational and research support, where needed, was critical.

Impact

Through the use of a standardised questionnaire template and efficiencies provided by Toluna Start, Asahi was able to get more concept testing done to support more decisions—for the same or less money.

“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.”

Rosa Halford
Global Insights Manager