

Use Case: Certified Angus Beef



15

Projects

02

Countries

Challenge

Certified Angus Beef was the first branded beef program. But when the pandemic hit, in-store shopping decreased, the restaurant industry saw a rapid decline, and people stopped seeking out premium products

They needed to understand how to quickly pivot their strategy to appeal to consumers and motivate brands to use the Certified Angus Beef label. They also needed to refine their messaging to encourage in-person dining

Solution

Certified Angus Beef chose Toluna's platform to conduct agile consumer research and replace their long-standing practice of in-store intercepts

They dove into specific demographics to understand what drove those customers and leveraged communications and ad testing solutions to refine messaging

Impact

With a better understanding of their customers and changing habits, Certified Angus Beef has retained motivated buyers and established a new presence via e-commerce instead of in-store marketing

They also launched the #RestaurantChallenge, which encouraged consumers to share positives from their dining out experience and tag their favorite restaurant in social posts for a chance to win \$2,000 for the staff