



Case Study:

Kraft Heinz

**How Kraft Heinz Rapidly Validated
Campaign Positioning with Toluna Start**

toluna* KraftHeinz

The Challenge

Rachel is on the insights team for Kraft Heinz in continental Europe and works across all company brands. As part of her role, she manages the setup and execution of research, from the briefing stage all the way through to analysis, as well as strategy work to understand how to grow their brands.

Kraft Heinz wanted to understand how to position a product in an upcoming campaign. The team was incredibly busy and had a key review meeting the next week, so they needed fresh insights to make their decision ahead of this looming deadline.

To determine the most powerful messaging, they wanted to conduct a MaxDiff test **and** understand the context of consumers' current category consumption and behaviors.



“We’ve been doing a deep dive to really understand what’s the best proposition for this product... So, we wanted to get a better read on which claims resonate the most with consumers and also use some additional questions to understand usage and any barriers to consumption.”

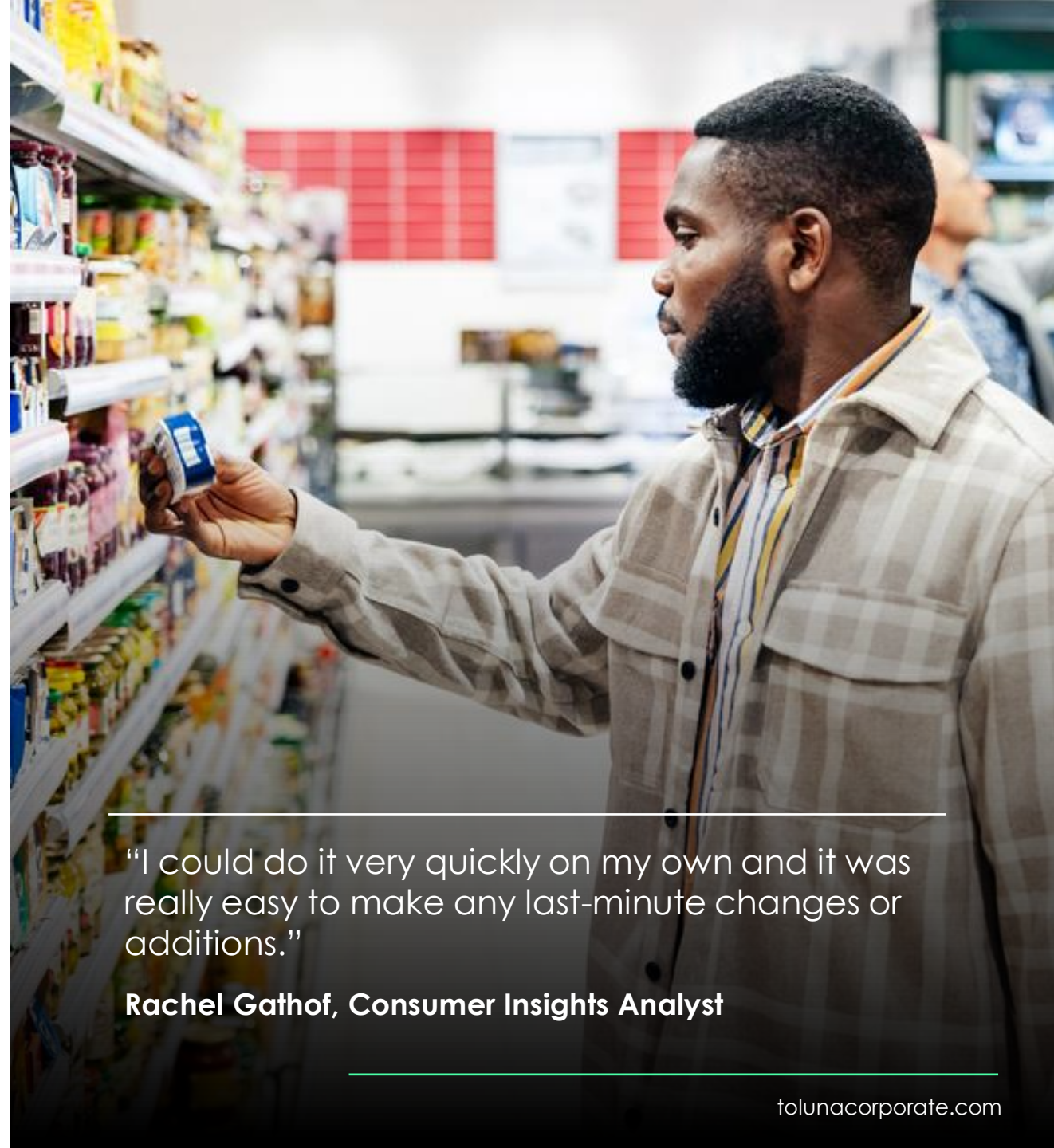
Rachel Gathof, Consumer Insights Analyst

The Solution

They partnered with Toluna to run their study with MaxDiff Taglines to re-evaluate the original 20 text claims they had considered used when creating their messaging.

The flexibility of Toluna Start enabled Rachel to include additional questions that gave her a better understanding purchase habits within the category; consumers' barriers to purchase; and their feelings about this product's value proposition.

With the straightforward and customizable solution, they were able to quickly set up the project—in addition to all of their other work—and gather results from 300 respondents in just two hours. It gave them more time to analyze internally and plan for next steps.



“I could do it very quickly on my own and it was really easy to make any last-minute changes or additions.”

Rachel Gathof, Consumer Insights Analyst

The Impact

Rachel and team were able to get quick, reliable results ahead of their deadline from a platform they know and trust. The flexibility of the solution helped her gain additional insights about consumer behaviors in the category, and its ease of use enabled her to do it at speed.



High-Quality Results:

“At Kraft Heinz, we always like things to be done as quickly as possible, but as high quality as possible. This solution gave us both... very quick, and Toluna Start is a platform we’ve been able to trust in the past. So, quick, reliable results are always a great thing for the business.”



Rachel Gathof
Consumer Insights Analyst

The Impact

✓ Critical Insights at Speed:

“It gives us a quick setup and quick read on results for next week where we are pulling together everything we know. Given the timing, it was the perfect solution for us to run quickly, be able to analyze quickly, and then apply right away.”

“It comes down to quickness and customizability... It was amazing to be able to pull something together in a matter of days and have our questions answered quickly.”

Rachel Gathof

✓ Easy & Flexible:

“I could do it very quickly on my own and it was really easy to make any last-minute changes or additions.”

Rachel Gathof