

Case Study:

Nestle

How Nestle Made Clearer, Faster Decisions with Toluna Start

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The Challenge

A business unit at Nestle faced the challenge of determining which claims would resonate most effectively with consumers for an upcoming campaign.

Seeking a more profound understanding than traditional ranking or matrix questions could provide, they decided to explore a MaxDiff study.



“We wanted to find out which claims were most important to consumers. Our goal was to identify the one or two claims that mattered the most.”

Insights Manager, Nestle

The Solution

Utilizing the flexible and efficient Toluna Start platform, the team conducted a MaxDiff study. Remarkably, it was less than a week between setting up the project and analyzing the output.

The survey questionnaire began with five profiling questions to over 400 consumers, aiming to gain insights on their consumption and shopping behaviors and categorize them as heavy, medium, or light users within the relevant category. Then to evaluate 20 different claims and identify the most impactful ones, the team utilized two MaxDiff questions. The sample was split into two groups, each participating in one of the MaxDiff exercises, covering the various claims across two categories.

The additional profiling questions in the upfront proved invaluable in assessing how the claims resonated amongst different buyer types.

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“Analyzing the results by different buyer types enabled the identification of the most appealing claims within each segment, leading to a more targeted messaging approach.”

Insights Manager, Nestlé

The Impact

The study delivered clear results and provided a better understanding of which claims held the greatest impact. The flexibility of the solution allowed for profiling results by distinct segments. Thanks to its user-friendly interface, the study was conducted swiftly, ensuring efficiency in the data collection process.

✓ Fast Execution

“The main benefit from the solution is its fast execution and how quickly the results are available.”

✓ Easy to Use

“It was simple to set up and straightforward to interpret the output. The support from the team was fantastic.”

✓ Clear Results

“The results provided certainty in identifying the most important claims, ensuring decision-making grounded in real consumer insights.”

The Impact

“I would definitely use this MaxDiff solution again because it is simple, easy, and it accelerates the decision-making process.”

Insights Manager, Nestle

