



Use Case: Reckitt

Challenge

- At Reckitt, there was a clear call from throughout the business to conduct more research, especially in support of existing and new product development.
- With little budget and a need for agility, they needed a trusted tool to consistently deliver insights.

Solution

- Reckitt's enterprise subscription to Toluna Start enables them to quickly evaluate new business development initiative and deliver insights around packaging, communications, and campaigns—all without breaking the bank.

Impact

- “Subscribing to Toluna Start has been a gamechanger.” – Adesoye Farinu, Consumer Insights Lead
- Reckitt has been able to conduct more research with less budget and achieve faster turnaround times, too.
- Business development initiatives have become an iterative process of testing and optimizing until products are ready to go to market.

