



Case Study:

Takasago

How Toluna Start Helped Takasago Support Innovation with Agile Insights

toluna 

 **TAKASAGO**

The Challenge

Jelena is the Global Vice President of Consumer Insights and Marketing Research for Fragrances at Takasago. In addition to developing new fragrances, Takasago is constantly creating new technologies that go with them.

But that innovation needs to be substantiated through consumer insights, and the team needed to test a variety of claims to confidently identify what was important to the consumer—and what simply wasn't resonating.




“My need right now is to test claims to support some of these technologies... and just really understand which ones have the most potential for us to leverage in the future.”

Jelena LeBreton, Global Vice President of Consumer Insights & Marketing Research, Fragrances

The Solution

Jelena and her team have done a substantial amount of work in the Toluna Start platform because she appreciates how easy and seamless it is, and she knows she can count on the team for excellent support, when needed.

So, when her partners in innovation shared the list of claims with her, she leveraged our MaxDiff Claims solution. Thanks to the seamless user experience, she was able to program and execute the study by herself in merely an hour and it fielded very quickly—which saved her critical time in the process.

A close-up photograph of a hand hovering over a row of perfume bottles on a shelf. The bottles are in various colors and sizes, and the background is softly blurred, showing more of the store's interior.

“I need these solutions to be quick and easy and I cannot spend hours on this. We are very much a DIY organization and sometimes I just need to run a study, even while in the middle of a meeting when a question comes up... For me, this solution is quick and easy like that. I can quickly provide insights, which is really important for the business and me, as well. I don't get frustrated. I just launch it.

Jelena LeBreton, Global Vice President of Consumer Insights & Marketing Research, Fragrances

The Impact

Jelena quickly and confidently identified the strongest claims, which gave Takasago a greater understanding of what's important to the consumer and where they should go with future innovation efforts. She was able to do it all through an easy-to-use solution with quality she knows she can rely on.

✓ Ease of Use

“I think it's easy to execute, easy to do, easy to understand when it comes back.”

“One of the reasons I like working with Toluna is because it's just so easy and seamless—and allows me to do it on my own time, when I have the time. It's not complicated. It's easy for both my internal and external clients to understand, they trust it, they have seen it multiple times... I'm a big fan of Toluna, I would use the platform in a heartbeat.”

✓ Trusted Partnership

“I trust your panel. My team and I have done substantial work with you. And I love to have everything I do on one platform.”



Jelena LeBreton,
Global Vice President of
Consumer Insights & Marketing
Research, Fragrances

The Impact

Speed

“There is this halo effect where every time we bring insights to the organization, especially quickly, they’re wowed. It makes a difference, especially to the client... So it increases the relevance and value of my function to them.”

“Platforms like Toluna Start are critical for us to be agile.”

Confident Decision Making

“This is truly an important study for us and I’m going to continue to do these studies because it will tell us which claims to progress. Not only will we serve up some of the claims that rose to the top, but we’re going to understand from those claims what is important to the consumer, where we want to go in the future, what’s really at the bottom of the pack, and what’s just not resonating.”