

A man and a woman are in a wine store. The man, on the left, is holding a bottle of wine and looking at it. The woman, on the right, is looking at the bottle with a focused expression. The background is a blurred wine store with shelves of bottles.

Use Case: Treasury Wine Estates

Challenge

Treasury Wine Estates is one of the world's largest wine companies with a portfolio of some of the most awarded and recognized brands in the world. With a mandate from the CEO to ensure that every decision in the organization was consumer-led, they were looking for an insights partner with global reach and the ability to target an array of audiences.

Solution

TWE's Toluna Start enterprise subscription gives them the power to field surveys with consumers across the globe through our panel, as well as their own audiences, such as TWE wine club members and employees—all through one end-to-end insights platform.

Impact

Toluna Start has enabled TWE to answer a wide range of business questions and live up to the mandate of making consumer-led decisions.

Through access to Toluna's global panel, they've been able to speak directly to AAPI audiences in China, Canada, the United States, and beyond. They've also been able to speak to their own wine club members to better understand them and their pain points.

Being able to rely on the Toluna team's research expertise ensures that they're getting high-quality results when making important business decisions.

