

Food and Beverage

New Product Development

2

Flavours launching

24

Hours in the field

Challenge

Changing consumer tastes combined with fierce competition makes the beverage industry an ever evolving and fast-paced environment.

VOSS wanted to know “what’s next” for their customers. They wanted to launch new products that would appeal to their current customer base but also capture additional market share. They were targeting health-conscious but discerning water drinkers, and they needed to launch in time to be in market for summer.

Solution

VOSS chose Toluna to gather immediate feedback on taste preference and product viability.

With the need to reach consumers and prospects quickly, VOSS utilized the Toluna’s panel to tap into millions of customers worldwide.

They looked at brand preference and recall in addition to surveying new product flavours that would succeed in market.

Impact

VOSS was able to access their consumer preferences in real time. Using Toluna as part of their innovation sprint for New Product Development, VOSS discovered two new appealing flavours: Lemon Cucumber and Tangerine Lemongrass.

Because the feedback was immediate, VOSS was able to launch the new flavours prior to summer and capture the springtime audience.



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