

Shifting brand
perception from
fast food to
good food

Case study

We supported a global fast food company to evolve their brand into the 'health' space by re-designing a core product of their signature menu that resonated with existing and target consumer groups

Shifting brand perception from fast food to good food

Background ↗

Recognising that nutrition and health is a growing focus for the UK consumer, our client, a global fast-food business, had identified the need to change a key product in their food menu to something more differentiated and on-trend in order to support long-term growth.

Changing any component of a pre-existing menu is a substantial risk, particularly if it is a signature element of that menu that helps to define the company's identity. Our client therefore wanted to both understand how their core customer base would react to a change in their bun, and what product development would be required to deliver a demonstrable improvement in customer satisfaction along with a shift in brand perception.

Challenge ↗

We designed an approach that provided the robust level of insight required within their 4 week timeline to give them confidence to change their menu and direct their supply chain of their evolving needs.

Our multi-skilled team including sensory experts and insight consultants scoped an approach leveraging our consumer database to rapidly screen and recruit against a highly specific criteria (age, socio-economic status, gender, brand user) within 1 week.

Within 2 weeks we had conducted quantitative consumer testing with 200 consumers followed by qualitative discussion groups at our South of London R&D hub. Live streaming of our discussion groups enabled us to reflect on emerging findings in real time with our client and adapt our line of questioning to drill further into areas of importance.

Benefit ↗

Our client was able to provide a coherent story and evidence base to key stakeholders, including senior management, that removed internal bias and gave the business confidence in what is such a significant business decision.

Our work clearly demonstrated that our client had permission from its target market to change their menu and that 'health' should be embodied within our client's company through a 'natural' and 'wholesome' positioning.

Consequently, we were able to give them clear direction what the change should be and which product variant was the most likely to shift brand perception.

“We delivered the project to supply chain, insight, marketing and R&D stakeholders at our client's site and I was so chuffed to hear them say it exceeded their expectations. There were conflicting opinions and some doubts about 3 particular variants, which we were able to gain clarity on for our client, and this has helped them move forward with more focus. I'm looking forward to trying it when it hits the market this year!”