

Case Study

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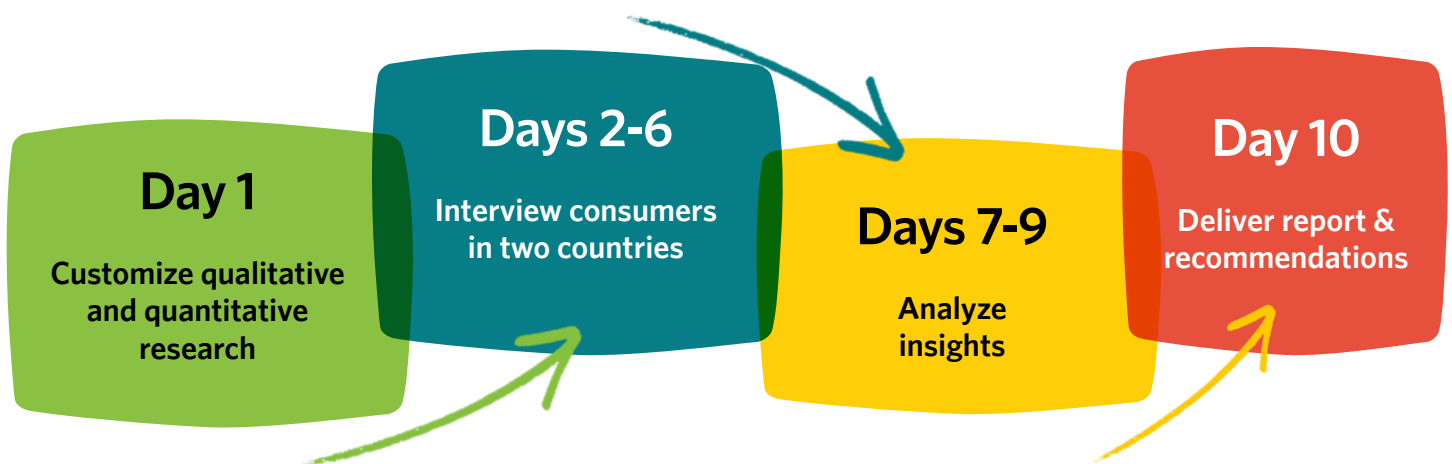
FAST Turnaround to Insights

IIM partners with



for Quick Turn Quantitative Research

10 Days to FAST Consumer Insights in 2 Countries



The Challenge:

Champion Petfoods developed new print and digital advertising to differentiate their two ultra premium dog and cat food brands – Orijen and Acana. They needed consumer research from two countries to evaluate the ads – FAST!

Project Objectives:

Deliver consumer insights for on-strategy, consumer-centric print and digital ads:

- Gain positioning insights quickly from U.S. and Canadian consumers
- Learn consumer perceptions of the look, feel and messaging in advertisements for both brands
- Understand how to differentiate Orijen and Acana brands through insights

Key Insights:

While all of the tested ads were well received in both the U.S. and Canada, the options that resonated with the most consumers on an emotional level were:

- Orijen ads driven by sincerity and strong visuals of pet affection
- Acana ads reflecting adventure with a very aspirational tone and feel



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Results and Outcomes:

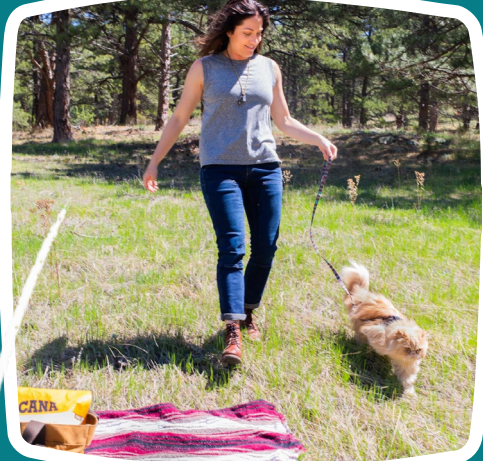
During a very short time frame, our quick turn solution enabled Champion Petfoods to make their communications more meaningful and relevant to their target audience by incorporating consumer feedback.

Client Impact:

“When I have quick turn projects with unique sampling requirements, I know that I can count on Insights in Marketing as they have delivered for me time after time.”

Kathleen Blum

Director, Strategy & Insights
Champion Petfoods



The Industry:
Premium Petfood

Our Tools:
impronto[®]
Quick Turn Insights

i|M insights in marketing
Connecting people to brands.