

TURNING DATA INTO ACTIONABLE INSIGHTS

Tamara Vilhar, november 2021

ATLANTIC
GRUPA

Organizacija Centralnega marketinga

Cilj delovanja Centralnega marketinga je prispevati k odličnosti marketinškega procesa z uporabo sodobnih pristopov, dvigovanjem ravni znanja in deljenjem dobrih praks.



CONSUMER EXPLORATION

Insight
Exploration

IDI's / FCG

Empathy interviews

Online consumer
forums

Marketing
intelligence
platforms

Ideation
Exploration

Idea test

Design test

Creative
development

MARKETING MIX VALIDATION

Product MIX

Concept test

Home product test

Product test

Packaging test

Conjoint

Communication

Neuro pretest

Next TV

Brand assets

POST LAUNCH OPTIMIZATION

Media

Ad tracker

Neuro posttest

Social listening

Product /
Retailer

Benefits & Barriers

Portfolio
optimization

Neuro shopper

MARKET AND BRAND KNOW-HOW

Euromonitor

Mintel

Global data

Usage & Attitude

Nielsen IQ retail

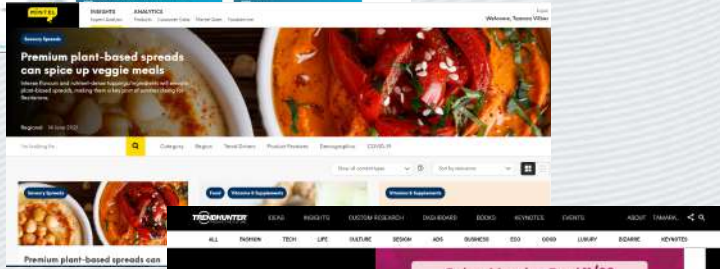
Nielsen IQ Global snapshots

BVC Brand tracker

Shopper GFK HHP

Shopper study

Različni viri podatkov



Kvalitativne raziskave

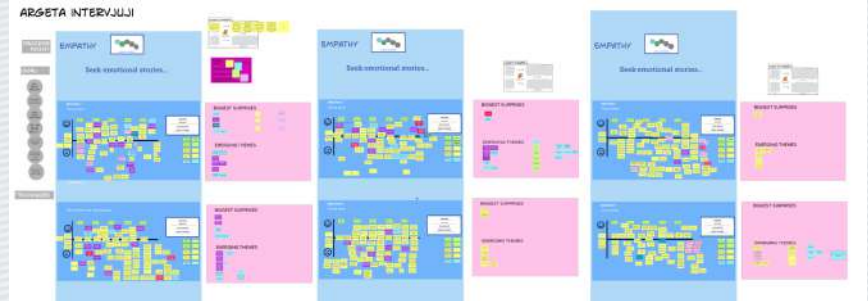


Fokus skupine

USAGE PATTERNS IN PICTURES



Online research community



Empathy intervjuji

OVERVIEW OF BRAND EQUITY



BRAND IMAGE - TOP 5 BRANDS

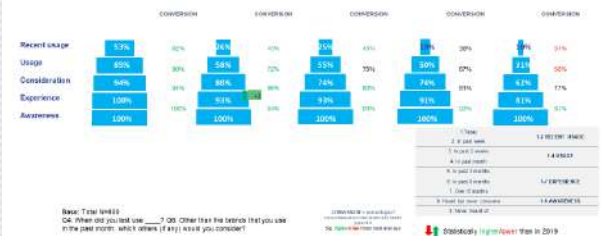


NOTE: The criteria of statements is based on a range of 0-100 measure of relative importance (0=not at all important, 100=very important)

KEY BVC INDICATORS - COMPETITORS COMPARISON



BRAND PYRAMIDS - TOP 5



Kvantitativne raziskave - kontinuirane

Življenje je, kar sami ustvarimo iz njega.

Mišljaljimo **izvrstne namaze** v **najpodojnejši proizvodnji** in sledimo **vrednotam**, ki v vseh življenjskih vsehobah **veliko**.

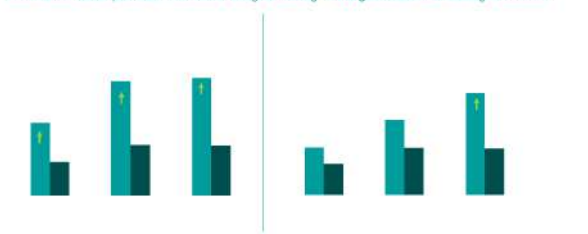
ROBOTA VSA DEJANJA



What the testing looked like...

IMPACT OF ARGETA'S AD ON ARGETA AD AWARENESS

Argeta's ad awareness is higher among campaign recognizers, this ad has contributed to naming Argeta when asked about pate ads. This share is higher among PW Argeta users than among non-users.



Kvantitativne raziskave – ad hoc

Meat Spreads Category Overview

ASSOCIATIONS

Meat (meat, fish spread) provides a variety of associations in minds of consumers. Their associations may be categorized on functional (practical) level and emotional (extrinsic) level.

When thinking about pills from a functional point of view, consumers mention experience – good flavor and convenience – paste is perceived as simple and practical meal, which is easy to handle (easy to stir, to carry around). Brands, which come to mind are Valeo, Argus and Gauribor (in Slovenia and Croatia). On the other hand, sales are perceived as inferior as they processed products and consequent, less healthy.

On emotional level pills is associated with community, memories and nostalgia and some desirable trips to nature, holidays, traveling.)



Packaging UX

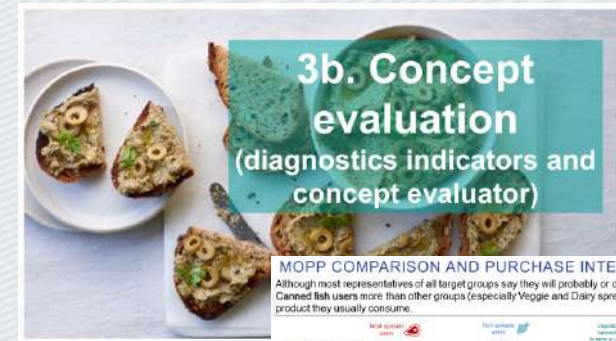
LIKEABLE PACKAGING

ADRIATIC

LIKABILITY - The most important factor in the purchase decision is the packaging design. It is the most important factor in the purchase decision. The packaging design is the most important factor in the purchase decision. The packaging design is the most important factor in the purchase decision. The packaging design is the most important factor in the purchase decision.

GERMANY

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MOPP COMPARISON AND PURCHASE INTENTION

Although most representatives of all target groups say they will probably or definitely buy tested samples, Meat spreads users and Canned fish users more than other groups (especially Veggie and Dairy spreads users) find out that tested samples is better than product they usually consume.



	OLD				NEW				OLD				NEW			
	Freshness: 52%		Freshness: 47%		Taste: 42%		Taste: 57%		Freshness: 42%		Taste: 57%		Freshness: 42%		Taste: 57%	
	App #	mean	std.#	error	App #	mean	std.#	error	App #	mean	std.#	error	App #	mean	std.#	error
Color (1-5)	77%	3.5	1.8%	3.5	31%	4.1	94%	4.3	80%	4.1	31%	4.1				
Smell (1-5)	79%	3.0	81%	4.1	31%	4.7	79%	4.5	82%	4.1	84%	4.2				
Look (1-5)	86%	3.0	70%	3.0	89%	4.1	92%	4.3	76%	3.0	72%	3.6				
General likability (1-5)	81%	4.2	81%	4.1	85%	4.5	76%	4.8	87%	4.2	81%	4.2				
Purchase intention (1-5)	70%	4.0	72%	4.0	92%	4.1	95%	4.0	82%	4.1	87%	4.2				
Taste (1-5)	82%	4.3	76%	4.3	81%	4.5	94%	4.8	76%	4.2	84%	4.0				
Spreadability (1-5)	56%	4.0	95%	4.4	97%	4.4	92%	4.0	87%	4.5	96%	4.0				
Before like comparison (1-5)	87%	3.0	62%	3.7	69%	3.8	60%	3.0	62%	3.7	65%	3.7				

Online platforme

Preberite opis nove ponudbe in si poglejte sliko - kombinacija izdelkov Argeta pačtata in Prima grisinov

Dip & eat. Grissini & Argeta



Grisini z ajdo, obogateni s chia in lanenimi semeni skupaj z Argeta mesnimi in ribjimi namazi, kot pomaka za hitri prigrizek. Ko ste aktivni ali kadar si zaželite kvaliteten in okusen prigrizek v naravi, ob gledanju najljubšega filma, odmoru v pisarni ali kar tako.

Poskusite različne okuse in se zabavajte!



OK

Prosimo pazorno poglejte sliko trenutne embalaže Bakine Tajne.



OK

2 of 10 answered

We are your trusted quantitative market research partner delivering the consumer insights you need in a fast-moving world powered by increasing individuality, the rise of sub-segments, and the constant request to do more with stagnating resources.

Being in the know of the consumers' ever-changing desires and aspirations, you can make the right business decisions at the right time.

Through our end-to-end framework we help you ask the right questions, survey the right consumers and sample cross-nationally with our proprietary Dynamic Sampling technology to deliver your actionable insights.

Opeep!

App Networks

140,000 mobile apps

100,000,000 consumers

Savoury Spreads - Atlantic Grupa [Austria] [AUT]

Survey: Savoury Spreads - Atlantic Grupa [Austria] [AUT]

Created: 2018-09-10 10:00:00
Started: 2018-09-10 10:00:00
Ended: 2018-09-10 10:00:00

Response Rate: 100%

Q1: Wař už konsumovali Sie doř uvedenř Produktř?

100% 100%

Konstanten proces

2021 Global Food & Drink Trends

Country Snapshot (EU/EEA)

Passport

SAVOURY SPREADS – CATEGORY SIZE

Category volume in 2021

Category volume in 2020

MEAT SPREADS – TOP BRANDS

ATACIA

WHAT AN CONSUMER LOOK FOR IN PACKAGING

Current packaging is highly recognizable. Its elements are mostly related to opening system of regular pack. Being which is not practical for drinking, it can be even dangerous.

evaluation of CURRENT packaging

PROS

- recognizable – no need for extra marketing budget
- acceptable quality – it comes in two different sizes, where smaller one is enough for lunch
- easy to open – but only if you're not holding it by the top

CONS

- not practical – there are a lot of ways to make regular can (100%) to be more practical, useful, easier to hold or to be used to get it out of the can, convenient to get it out of the can
- expensive – this can easily get frustrated, in early stage of market entry
- not healthy – there are different labels like no after-fermentation, 100% natural, etc. and other what is not healthy

PATH TO PURCHASE FOR CATEGORY

one operationally most liked one that is immediately



Home

Marketing Community

Consumer
marketing



Consumer communication

Consumer trends

Consumer research

Events & Sponsorship

Brand yearly plan

Brand strategies

Competitors profiles

Customer
marketing



Shopper
marketing



Community
stuff



Spread

LOVE

