

How Clorox Was Able to Achieve a New Level of Speed and Confidence With Quick Customer Reads



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GutCheck’s platform was fast, affordable, and gave us the answers we needed.

Jaclyn Tucker

Global Insights Manager Innovation Insights



Background

Clorox’s Emerging Brands group is comprised of a smaller team of highly talented research experts that thrive on being scrappy and doing more with less. They understand the benefits of a traditional researcher toolbox, but were looking to replicate bigger budget results within the limitations of their tight budgets.

Pervious Clorox Emerging Brands Research Toolbox (Limited Tactics)



The Clorox team needed to create a strong sell-in story for their product lines and fight for the shelf space in both existing and new retailer locations. They were also looking to refine the concepts, packaging, flavors, and preparation to help build a successful business case for the new line. Simply put, the team was asked to do more with less and needed a quick consumer read to provide the insights and confidence needed to efficiently move forward.

Clorox Emerging Brands Guiding Principles



The Challenge

Clorox acquired a line of easy-prep, Latin flavor influenced dinner offerings. The team wanted to engage with the target consumers on perceptions of the products, package design, taste and preparation to understand how to optimize the offering. The emerging brands group also required specific findings to establish ROI expectations.

Research Goals:

- Identify opportunities to accelerate brand growth through product optimization
- Confidently go to market

Project Objectives:

- Validate overall proposition appeal, including taste
- Clarify home preparation instructions
- Select optimal packaging design

The limitations of their pre-existing toolbox, budget, and timeline initially forced the emerging brands team to rely on a small group of friends and family with Latin backgrounds to help guide them. This was truly decision-making by gut. The challenge was to find a solution that offers highly-targeted feedback quickly and within budget, while still providing actionable direction for clear consumer-driven decisions.

The Solution

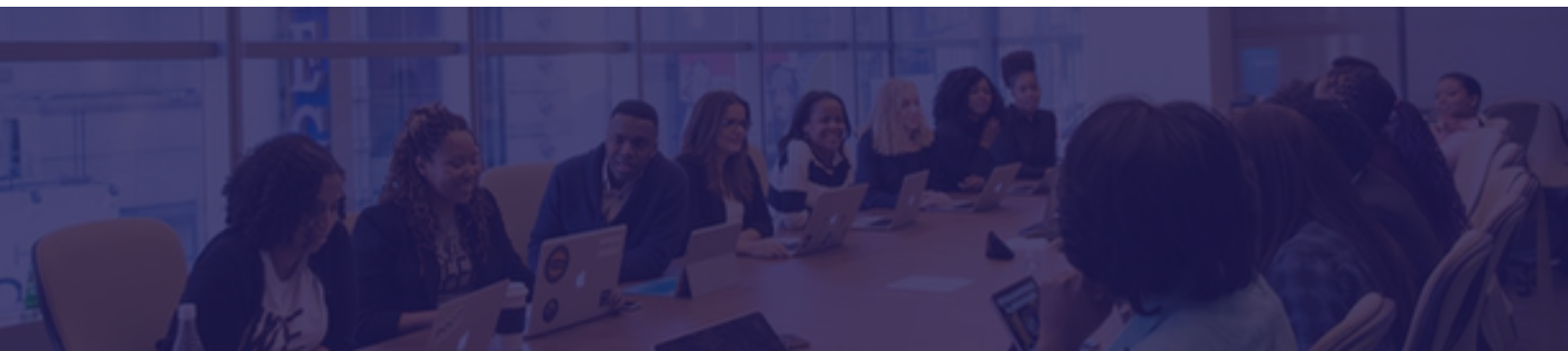
GutCheck recruited a group of target consumers for a dialogue on product category attitudes, product impressions, concept believability, packaging feedback, and purchase intent. Qualitative In-home User Tests (IHUTs) were utilized to gain insights on the food's taste and preparation instructions. The GutCheck team used this phase to collect direct feedback from the respondents.

Packaging Refinement
Product Usage
Taste Testing



GutCheck's quick read solution was able to:

- Validate concept appeal
- Expand usage opportunities
- Enhance consumer appeal
- Avoid funding unprofitable concepts
- Accelerate time to market



The Results

GutCheck enabled Clorox to gain the quick consumer reads needed to address the vital business questions at hand. Utilizing our expert team of Online Research Strategists combined with our flexible qualitative platform, the scrappy emerging brands team was able to achieve the go-to-market confidence expected from traditional methods at a significantly lower cost and a much more aggressive timeline.

Additionally, consumer feedback made its way into product positioning statements, advertising copy, and sales materials. Within weeks of the update the product team had secured shelf-space commitments from two new major retail grocery chains.



Concept Validation



Enhanced Messaging



Go-To-Market Speed



Improved Package Design



Product Streamlining

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GutCheck's innovative approach allows us to make consumer-driven, data-driven decisions in cases where we otherwise couldn't.

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We pioneered agile audience intelligence to provide clients with multi-layered, actionable insights that enable them to accelerate time to market and compete with disruptive brands that steal share. Our technology-enabled solutions and experts use a connected data approach to deeply profile specific audiences, helping clients activate successful consumer-centric strategies.

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