

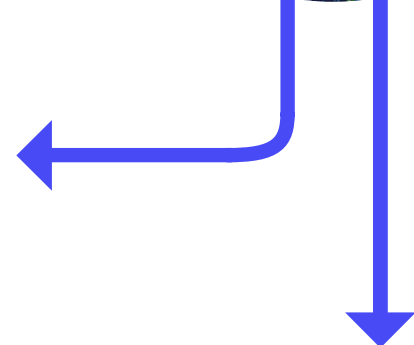
# How Papa Murphy's Used Agile Research to Prioritize Gourmet Pizza Concepts and Appeal to New Customers



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We really wanted the perspectives of those who are brand aware, but not just those who are frequent customers. And we needed to understand this audience in a matter of days, not weeks.

Lisa LaRouche  
Sr. Manager, Category Marketing  
Papa Murphy's



## The Challenge

The product marketing team at Papa Murphy's has always been good at focusing on the needs of current customers. But when the brand decided to expand its gourmet line of products, the team realized it needed additional perspectives: namely, the insights of users aware of their brand, but who are not yet frequent customers. The brand is growing, and appealing to consumers on the verge of becoming regulars would help drive traffic immensely. With a bunch of ideas on the table and a waning timeline, the team at Papa Murphy's needed to narrow down its menu concepts fast.

## The Solution

In order to help the Papa Murphy's team decide which gourmet concepts and topping combinations were worthy of moving on to taste testing, we employed our **Concept Prioritizer™** solution. We gathered a large sample of Papa Murphy's users and non-users nationwide, covering those who have eaten Papa Murphy's within the past year and those who have not, respectively. Respondents were presented with different topping combinations and options that comprised Papa Murphy's gourmet concepts, and their reactions were rated based on key metrics.



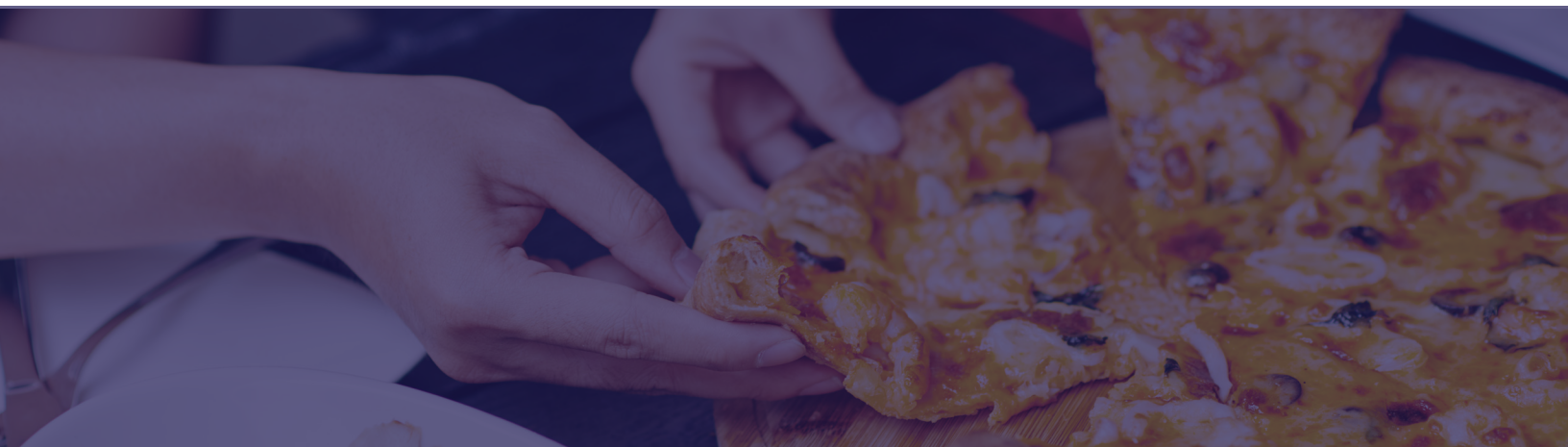
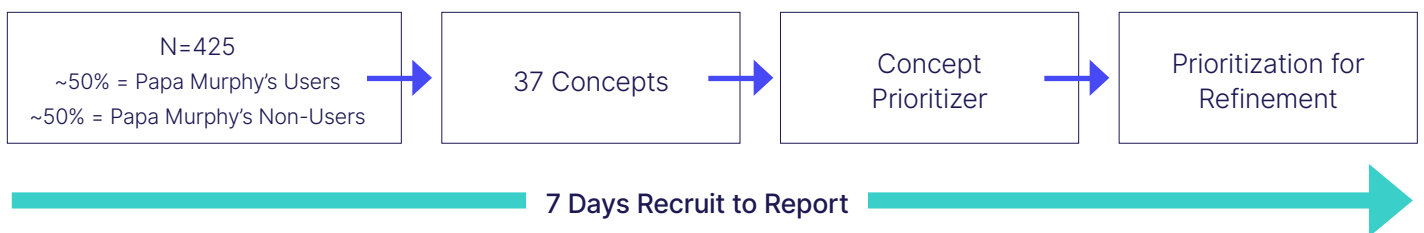
## Overall Research Objectives

Understand consumer perceptions of taste appeal, fit with brand, purchase intent, uniqueness, and replacement potential for gourmet concepts.

Prioritize concepts to be taken into the taster-panel phase of research. its menu concepts fast.

## The Research

Our **Concept Prioritizer** is a quick online quantitative test that presents a set of stimuli (concepts, ideas, images, names, varieties, or claims) to targeted consumers to rate on key metrics. Statistical testing is used to identify top performers.





## The Results

The detailed statistical evidence of which gourmet concepts performed best among users and non-users alike gave Papa Murphy's the confidence to move forward with the prioritized options. Within days, the team had developed a much deeper understanding of consumers' topping preferences and perceptions of Papa Murphy's selection, as well as what could potentially persuade newer customers to become more frequent users. The metric that proved the most convincing was a concept's power to replace an existing favorite, a helpful indicator of market performance. Armed with a prioritized list and suggested improvements, the Papa Murphy's team was able to focus on those concepts that merited refinement and move confidently into the next phase of taste testing.

- Determined which gourmet topping combinations would appeal to all kinds of users
- Indicated consumer preferences for certain meats, vegetables, and sauces
- Provided the confidence to guide recipe and topping refinement with culinary team
- Revealed a topping that performed so well it altered the course of product development

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The reactions to one [concept] in particular were so surprising that it completely changed the direction we were going in with recipe options.

Lisa LaRouche  
Sr. Manager, Category Marketing  
Papa Murphy's



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