

Case Study: Amplifying the Consumer Voice with an Engaging Panel

The Challenge:

Create a consumer panel to consistently inform marketing decisions, covering various aspects from brand positioning to packaging modifications, in a cost-effective manner.

Client Impact:

Insights in Marketing's Horizon consumer panel revolutionized our approach. By placing consumers at the core, it fostered cross-functional team collaboration and firsthand consumer engagement. This format developed consumer empathy, driving incredible business impact. Now entering our second year, the panel continues to deliver immense value.

Our Customized Approach:

iimForum - Access fast and continuous consumer opinions through our cost-effective consumer forums. We established a tailored consumer panel with 15 core target consumers, employing an engaging recruitment process:

40 potential candidates completed informative homework and assessments. The top 25 candidates were invited to a relaxed mixer, allowing us to gauge their suitability for the community. Based on engagement at the mixer, 15 consumers were recruited for monthly research engagements over one year.

#ConsumerEngagement that creates economic and social value all while nurturing natural ecosystems. The Horizon brand is part of this movement with its growth and evolution in the milk category and expansion into new arenas.

Client Testimonial:

"Our experience with the Horizon consumer panel by Insights in Marketing has been phenomenal. It not only keeps the consumer at the core of our decision-making but also unites our cross-functional team in research. Having our entire team of 15 people directly listen to our consumers is invaluable. It has nurtured consumer empathy and had a tremendous impact on our business. We are thrilled to be entering our second year with the panel due to the immense value it brings."

Chryssi Keller
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