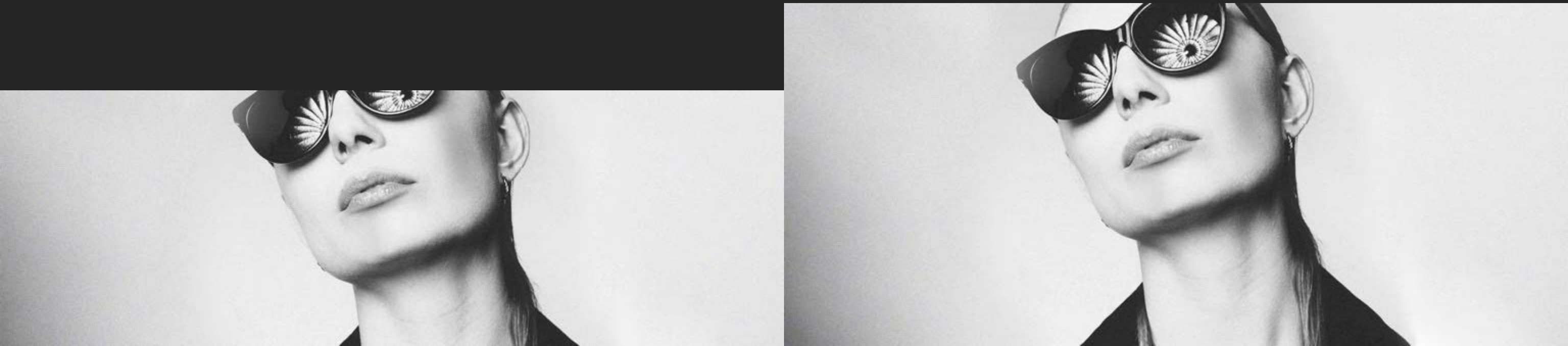


Zeitgeist Research

Message Testing Z-IQ

Case Study

ZEIT GEIST
R E S E A R C H



B2C and B2B

We don't like to brag... but you should know that the **most trusted brands** in the industry have chosen us.

About 60% of our business is B2C and 40% B2B.



01

THE PROJECT

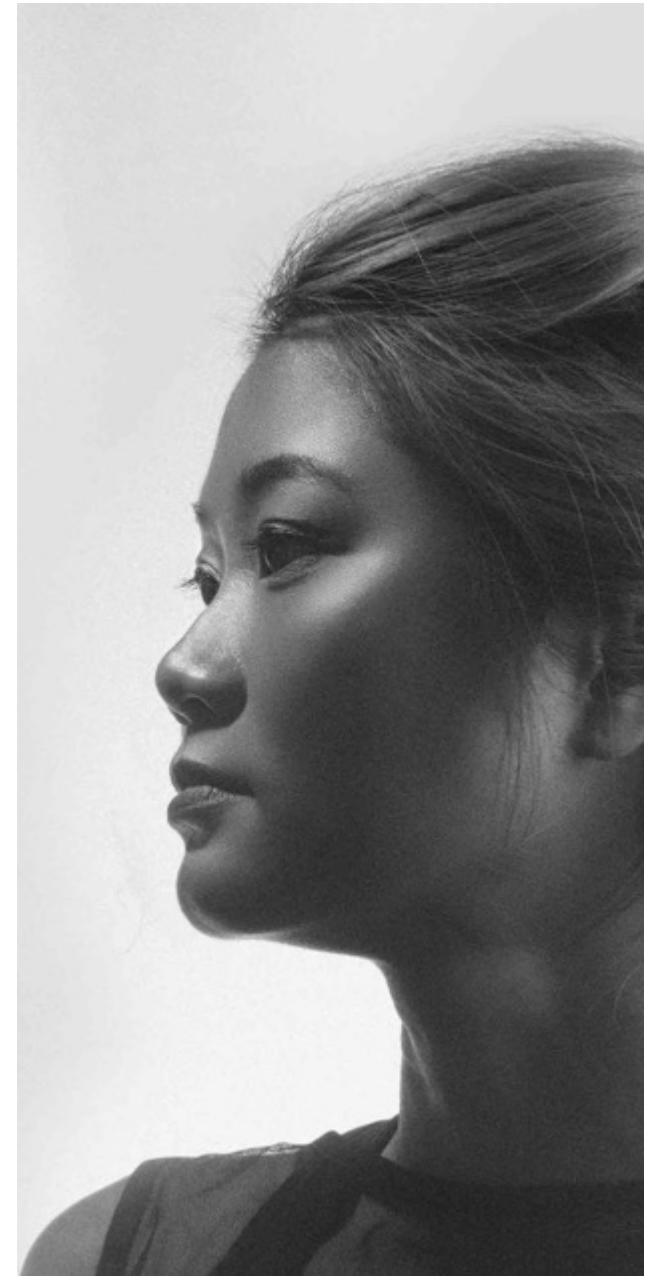
Our Client + Key Challenge

CPG Brand

Our client was a small CPG brand, producing a line of shelf-stable food products. The brand, which focuses on high-quality organic ingredients was expanding into the very competitive frozen meal category.

Key Challenge

Knowing they were entering a very competitive space, our client worked with a well-known chef to develop a line of frozen meals that tested well in focus groups, and wanted to ensure the messaging for their campaign introducing consumers to their new line was as appealing as their new meals.



Approach

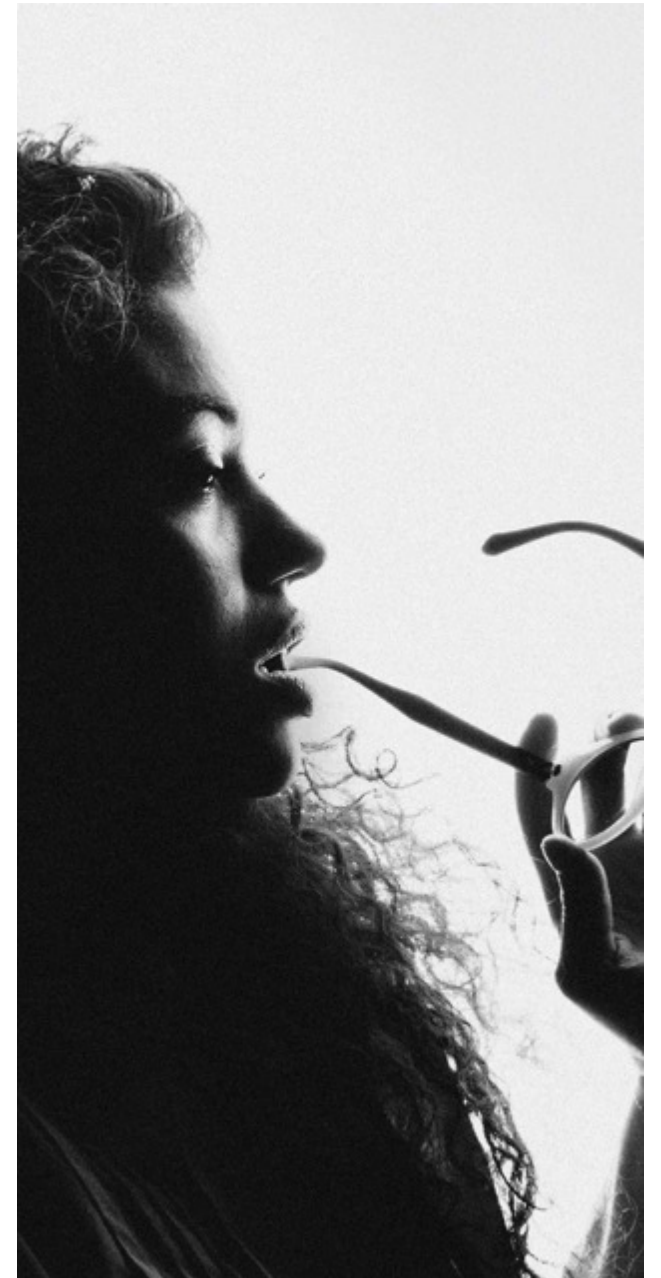
Accelerate Message Testing Z-IQ

Our client was betting big on frozen foods and understood that how they messaged the line to consumers was critical to their success. But being small and having invested heavily in product development, they did not have enough funds available for a large, custom research project. Additionally, with the launch looming, they needed answers fast.

We implemented our Accelerated Message Testing Z-IQ product to quickly identify the winning messages.

Using a templated survey combined with our proprietary scoring tool, we were able to save time and money over a conventional, customized survey.

This allowed our client to launch their new line with the correct messaging on-time and on-budget.

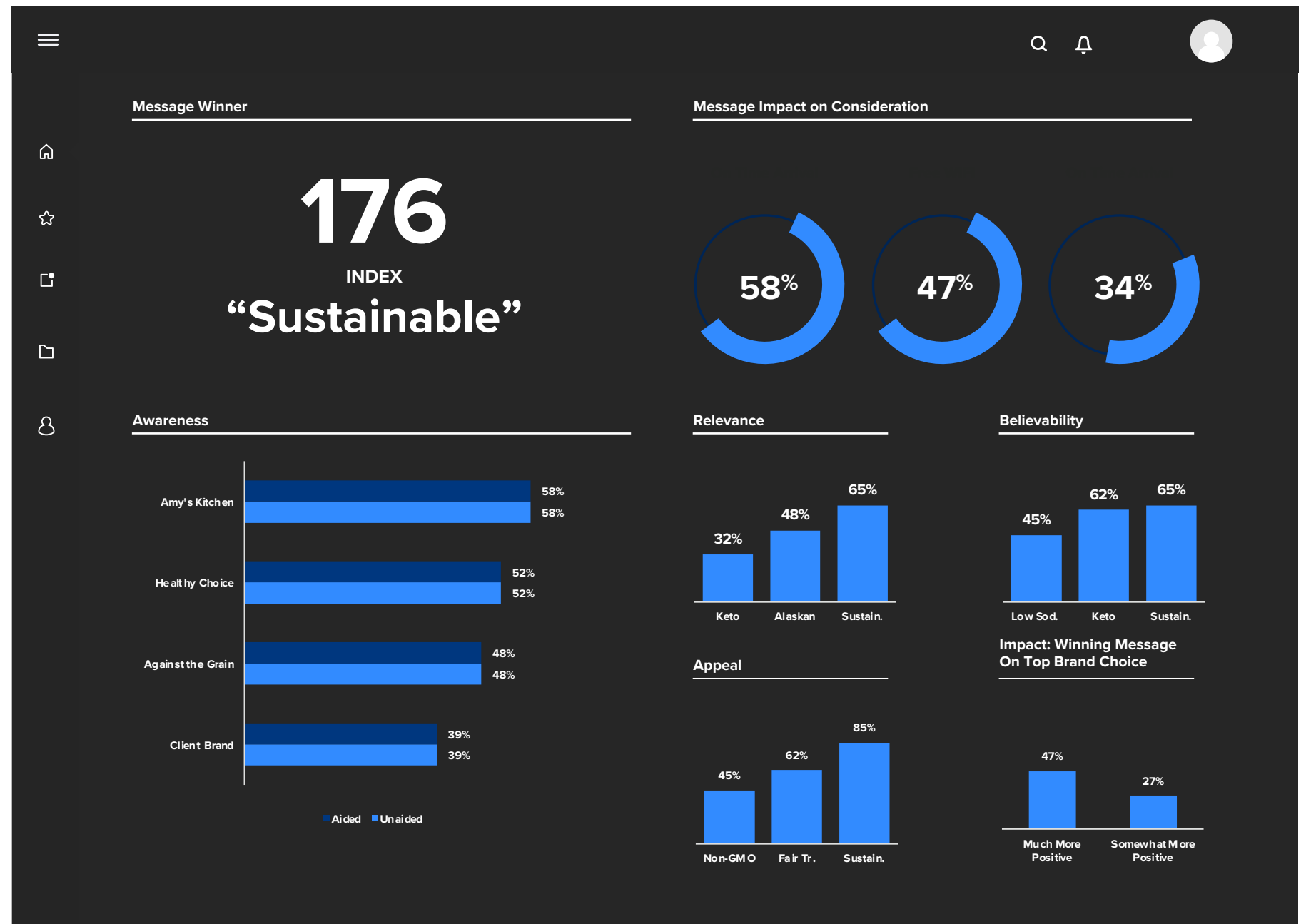


Our Findings



High-level insights within easy reach.

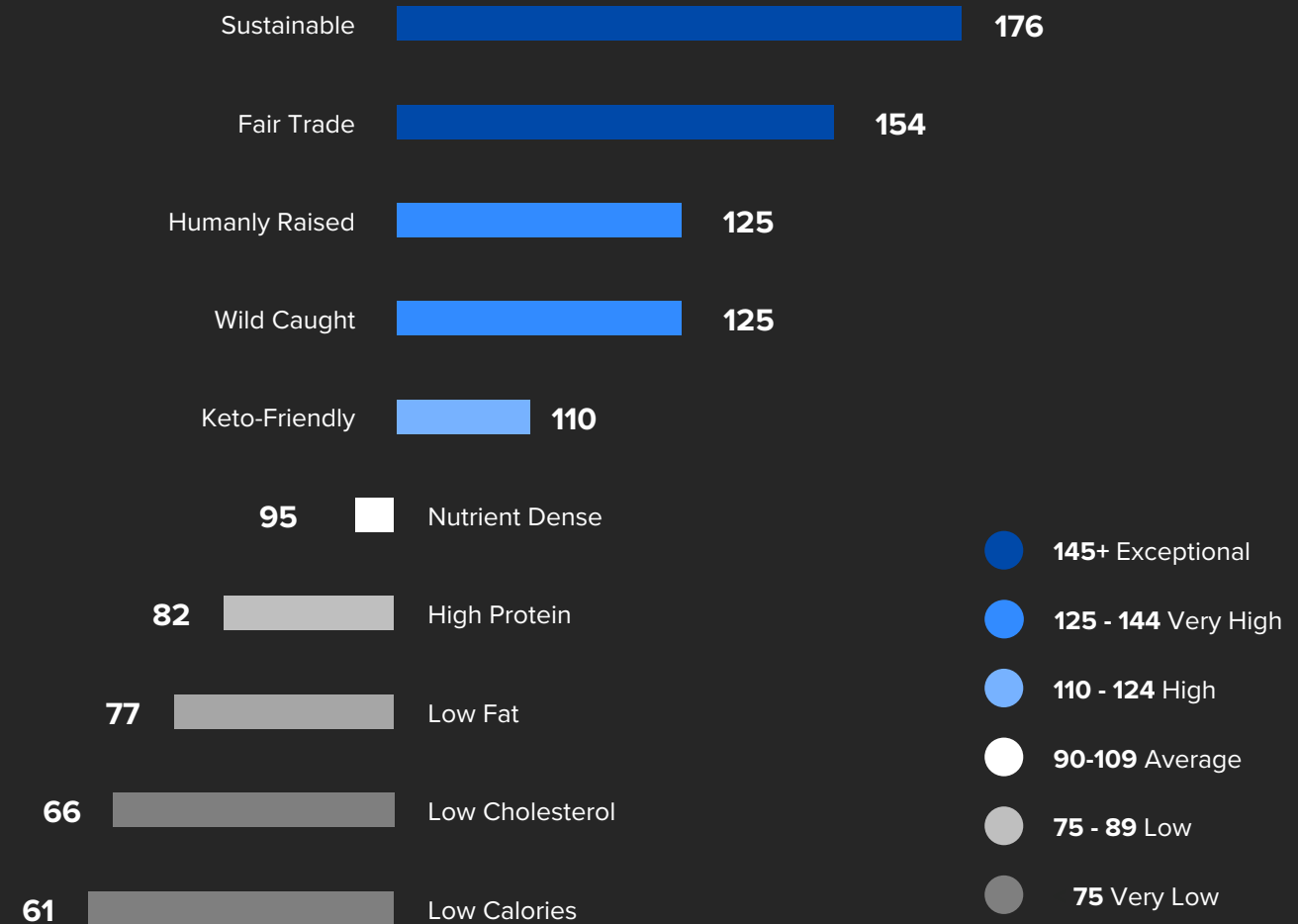
A custom-designed dashboard allowed the brand's creative partner easy access to key metrics and easily identify the winning message without digging into the data.



Healthy is table stakes in this category, consumers want to know where their food comes from.

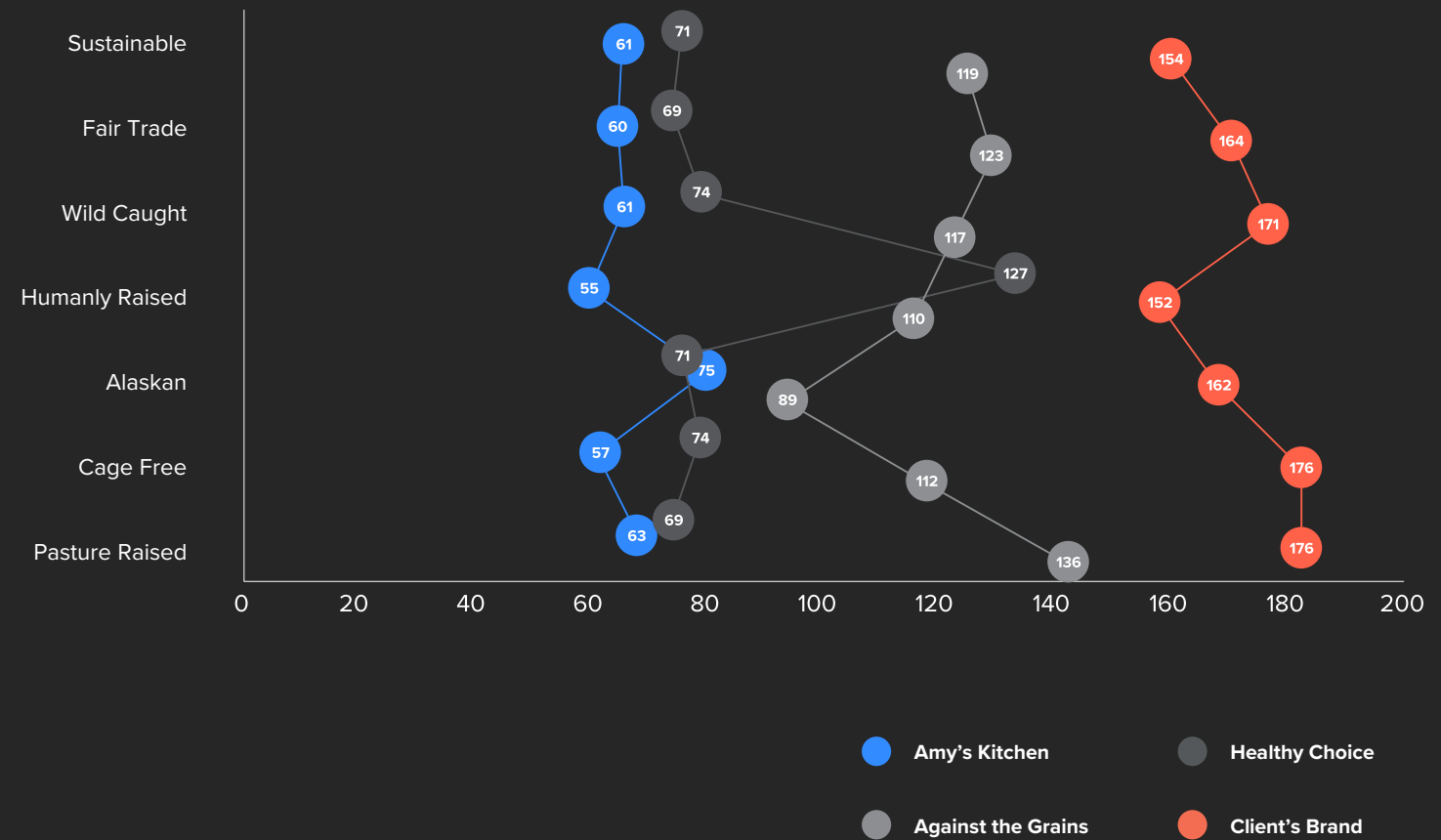
Messages were scored based on an average across indices that take into account importance, memorability, brand, and other metrics.

This ranking showed that messages related to where and how food is sourced are more important than factors related to health.



Sourcing messages are unique in the marketplace.

By testing messages in the context of the competitive set, we showed the client that messages their brand could own the responsibly sourced space in the healthy frozen meal category.



Our Recommendation



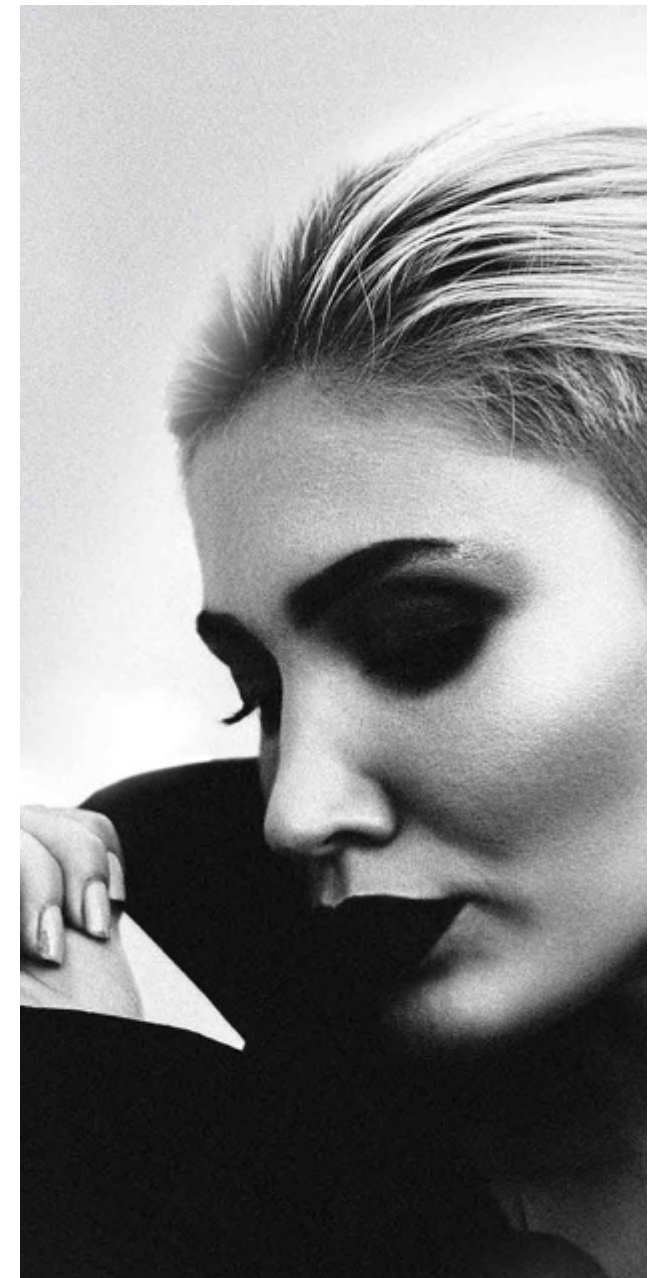
Our Recommendation

Focus on Sourcing

Our client was expanding their line of healthy foods into the frozen meal category and needed to develop a messaging strategy that would win with consumers.

We found that messages around health are common within the category and do not differentiate the brand. What does set the brand apart are messages about how ingredients are sourced with messages about sustainability, fair trade and humane treatment being “must haves” in any campaign.

Using our Accelerated Messaging Testing Z-IQ product, we were able to turn around a process that typically takes 4-5 weeks in just a few days, giving their creative team the time, they needed to turn our insights into winning messages and launch the new line on time.



02

ZEITGEIST RESEARCH

WHO WE ARE.

The Company

Zeitgeist Research is a virtual, boutique, full-service research company working with Fortune 500 companies, ad agencies, and start ups.

Zeitgeist Research works with clients from a wide range of backgrounds, about half of all projects are B2B and half are B2C.

The Founder

The company was founded in 2012 by Dr. Manfred Bluemel, Ph.D., who was head of consumer insights at [Amazon](#) for eight years where He was inspired by Jeff Bezos' philosophy of customer obsession. And it shows: Zeitgeist's current NPS is 92!

The Z-Team

Other Z-Leaders are Dr. Bill Sallas, Ph.D., our behavioral psychologist leading the qualitative team and Kelley Raleigh, former Director of Insights at Samsung, Dannon, and PepsiCo and head of the quantitative research team at Zeitgeist.

WHY WORK WITH US?

Experience

All your research projects are managed by senior research professionals who each have **10+ years** of experience.

As a result, our reports are strategic and tell a story.

Quality

Our customer obsession and relentless feedback loop as well as our strategic reports have earned us an **NPS of 92**, reflecting the quality and service level we deliver.

Fast

If you need results in days, not weeks, our Basic or Accelerated research solutions are your answer.

Fully customizable Bespoke projects can be turned around in three weeks.

Innovative

We provide several advanced methodologies, from advanced analytics to neuro-science, for you to choose from that fit your budget.

Variety of Research Solutions

Our full-service Research Solutions offer products and approaches at every price level and sophistication.

Affordable

We deliver high-quality research at a fraction of the price with full cost transparency.

There are no games at Zeitgeist Research. Our detailed line-by-line item pricing, allows you to scale the project up or down to fit your budget.

TYPE OF RE- SEARCH

Advertising

- Ad Concept Testing
- Ad Creative/Copy Testing
- Ad Effectiveness
- Message Testing

Brand

- Awareness, Attitudes, and Usage (AA&U)
- Brand Tracking
- Positioning
- Personas
- Segmentation
- Value Proposition

Acquisition and Retention

- Customer Satisfaction
- Decision Journey/Path-to-Purchase
- Logo Testing
- Name Testing
- Packaging
- Product Concept
- Target Market Sizing and Definition
- Win/Loss Analysis

Employee Surveys

- Employee Satisfaction
- Discrimination Assessment

METHO- DOLOGY

Qualitative

- Focus Groups
- In-Depth Interviews (IDIs)
- Online Bulletin Boards
- Shop-Alongs
- Intercepts
- Ethnography
- Eye Tracking

Qual. Neuro-response

- Facial Coding

Quantitative

- Online Surveys
- Phone Surveys

Advanced Analytics

- NLP Sentiment Analysis
- Key Driver Analysis/Regressions
- MaxDiff
- TURF
- Conjoint, etc.

Quant. Neuro-response

- Intuitive Associations



ZEIT GEIST
R E S E A R C H

Thanks for taking the time to learn more about Zeitgeist Research.

Stop Guessing. Contact Us.

info@zeitgeistresearch.com