

QUID.

American Food
Conglomerate
Discovers a Niche
Foodie Culture



Quid's natural language processing takes millions of data points and uncovers cultural insights in minutes.

AT A GLANCE:

Known for its diverse portfolio of brands, this global food and industry leader focuses on identifying emerging consumer trends to connect with new audiences. As part of this focus, the organization sought to analyze data and insights to drive business decisions for its specific food brands.



CHALLENGES

Capturing Consumer Context & Cultural Trends in a Saturated Market

- In recent years, this food conglomerate has been actively redefining its identity to align with evolving consumer preferences, which requires staying in tune with shifting trends. But in a world of endless data points, this is no small task.

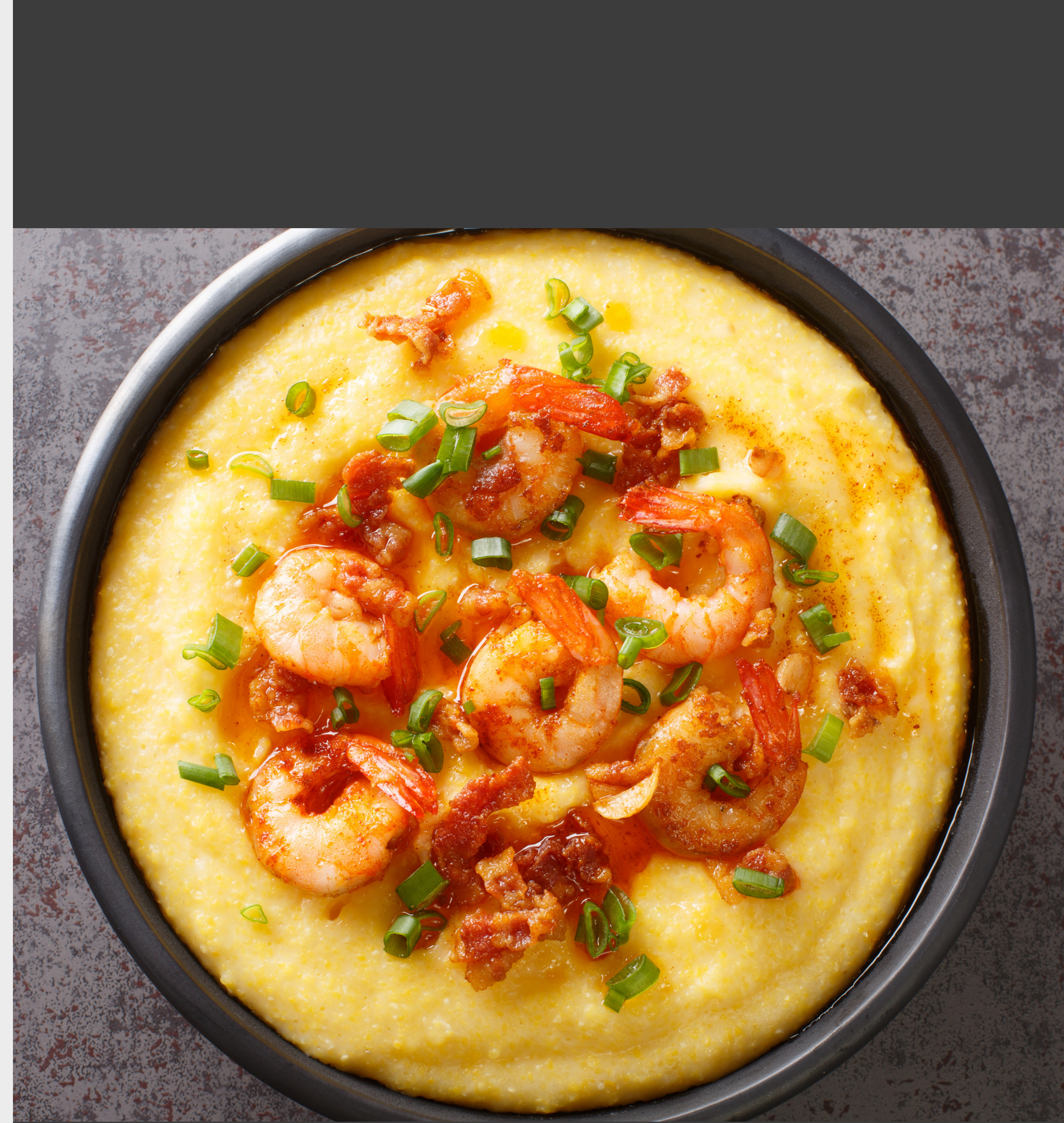
Before integrating Quid into its operations, they faced the challenge of sifting through emerging consumer context and cultural trends in a sea of potential insights. More specifically, it wanted to identify opportunities for its specific breakfast brands in an extremely competitive breakfast market.

SOLUTIONS

Identifying Niche Opportunities in Minutes

- This notable brand explored various options but found that Quid's unique capabilities provided a distinct advantage, particularly its access to billions of news and blog sources. And its ability to upload and analyze massive quantities of data in real-time, combined with a user-friendly interface.

Quid's timeline feature quickly revealed the evolution of various trends, and it filtered data sources based on reader attributes. Quid's monitoring capabilities also ensured that the company didn't fall behind on specific food and beverage trends and helped it uncover insights that are easily missed in vast quantities of data.





RESULTS

Uncovering a Lucrative, Niche Foodie Culture

This brand leveraged Quid’s vast data sources to gain insights into cultural trends. This led to discovering an exciting opportunity at a breakfast foods festival—and uncovered a passionate foodie culture around grits. Their corporate sponsorship of the event engaged festival-goers with activations and experiential booths that significantly enhanced their breakfast niche’s social activity.

This brand also showcased a new flavor of grits at the festival, which saved the costs of creating a promotional campaign. It gave festival attendees trial offers and sample giveaways and provided free products, placing the new flavor into consumers' households, encouraging them to buy it again.

50% INCREASE IN
SOCIAL ACTIVITY FOR
QUAKER GRITS

15% INCREASE IN DIRECT
CONTACTS RELATED TO
QUAKER GRITS PRODUCTS

CUT MONTHS OF MANUAL
WORK ON ANALYSIS AND
CAMPAIGN DEVELOPMENT

“The custom data upload tool really helps us filter through and find insights around ten thousand verbatims and direct contacts. Reading each of those individual direct contacts' emails and phone transcriptions one by one would take months of work, but Quid's natural language processing does its magic, builds those clusters, and brings those insights to the forefront in just a few minutes.”

Communications Analyst,
National Food Brand

Uncover Your Insights with Quid

- Create an Audience (A3D) topic for foodies, using keywords such as gastronome, food blogger, and #gourmet to identify relevant authors.
- Create a theme for related events (e.g., festivals, culinary tours, restaurant openings).
- Findings from the above audience analysis can inform future partnerships.
- Watch this Publicis-exclusive Audience Analysis webinar to learn more.

Please email your Quid Account Manager and publicisglobalsupport@quid.com if you need a Quid login or encounter any challenges accessing the resources listed.