

QUID.

American Food
Brand's Sales Surge
by 138% with
Customer Context



Quid helped this brand understand consumer behavior and extract the most important attributes that consumers valued.

AT A GLANCE:

This American company is a leading food industry brand headquartered in Pittsburgh, PA. The company has a rich history as a top canned food brand and the first to introduce single-serve pouch tuna products. They've expanded into packaging chicken and salmon and continue to evolve into a healthy food and lifestyle company.



CHALLENGES

Extracting Purchase Preferences from Subconscious Behaviors

- Before partnering with Quid, this food company relied on various forms of data to make decisions, including consumer studies, in-person product testing, and focus groups. None of it captured the consumers' subconscious though, and it struggled to tease out the most important attributes to emphasize in its advertising and packaging.

They were looking to develop new products and flavors to expand their portfolio, and understanding consumer preferences is crucial for success. They needed to discern what truly mattered to consumers, even when their conscious preferences differed from their subconscious behavior.

SOLUTIONS

Delivering Products Consumers Craved

- Quid's ability to uncover consumer sentiments and analyze social conversations at scale aligned perfectly with this company's goals. And it was instrumental in revamping their product graphics.

Quid offered quantifiable data taken from conversations on various subject matters and product claims. This insight guided them to focus more on ingredients with brighter colors and visible callouts on protein, calories, and bold flavor.





RESULTS

Consumer Consumption
Triggers Unlocked

Quid helped this brand understand consumer behavior and extract the most important attributes that consumers valued. It redesigned packaging and created new products and flavors aligned with these desires.

They continue to explore the kinds of healthy, convenient foods consumers seek and how they plan to consume them. Research with Quid will help them continue to develop best-in-class, next-generation healthy products that fly off the shelves.

REFRAMED BRAND
POSITIONING FOR BETTER
CONSUMER ENGAGEMENT,
TRUST, AND LOYALTY

138% INCREASE IN SALES
DUE TO STRATEGIC
PACKAGING AND
GRAPHICS REDESIGN

DEVELOPED NEW
PRODUCTS AND FLAVORS
THAT CONSUMERS CRAVED

"Our research with Quid has given us valuable insights into consumer behavior and quantifiable data regarding conversations on various subject matters and product claims. This has enabled us to intelligently develop new products and flavors to expand our portfolio. And the result was a remarkable 138% increase in sales."

Vice President of Marketing and
Innovation,
Top American Food Brand

HOW TO

Uncover Your Insights with Quid

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

Create a topic for your brand in Quid Monitor.



Uncover consumers' aspirations, concerns, or intentions with emotional and behavioral sentiment analyses.



Use themes to analyze hypotheses or specific areas of interest, such as ingredients, product attributes, or customer values.
Thousands of certified themes are available to use, and you can create custom themes as desired.



Apply themes in the Crosstab to quantify volume, sentiment, passion, or engagements by ingredient, attribute, or brand pillar.



Reference the Timeline Comparison to see how specific conversations or metrics change over time.