

QUID

A Multinational Fast  
Food Chain  
Masters Breakfast  
with Quid





Quid helped a multinational food chain understand the impact of cultural trends on the food industry.

**AT A GLANCE:**

To capitalize on cultural movements and keep pace with consumer demand, this fast-food chain enlisted Quid to help them be on the cutting edge of culture and identify relevant trends exactly as they emerged.





## CHALLENGES

# Distinguishing fads vs trends

- Before partnering with Quid, this food chain struggled to discern what was a trend, what was a fad, and how to anticipate which trends would resonate with their audience. Often relying on smaller pools of data and “educated guesses” the organization couldn’t always confirm if hopping on a cultural moment would pay off.

## SOLUTIONS

# Becoming a lifestyle brand on the pulse

- With Quid, the company restructured their entire marketing department—incorporating cross-departmental collaboration and centered social data as their north star. From the insights gathered, they were able to determine that food had moved from “fuel” to an “experience”, allowing the food chain to reposition itself as a lifestyle brand.

Using Quid also helped the fast-food chain enter the breakfast scene—which was already dominated by a major competitor. On launch day, the team leveraged Quid to track the demand on the East Coast and determined they would need to increase staffing and food inventories in the Midwest and West Coast to meet the incoming surge of customers.







## RESULTS

# A redefined brand positioning and winning strategy

- Quid helped this brand to tap into cultural trends that resonated with their customers and become a leader on the cutting edge of cultural moments—cementing the organization as a lifestyle brand.

By leveraging Quid’s data they were able to understand in real-time when an issue needed to be addressed and implement solutions before a crises arose. It enabled them to implement stronger collaboration across cross-functional teams and illuminate a singular focus for a winning strategy.

◦  
REDEFINED BRAND  
POSITIONING TO BE  
CULTURALLY  
RELEVANT

◦  
CLEAR DISTINCTION OF  
FADS VS TRENDS AS  
THEY RELATE TO  
CONSUMER INTERESTS

◦  
SUCCESSFUL LAUNCH  
INTO BREAKFAST SECTOR

“[Quid] is not a solution for the marketing or the consumer insights department. It is a solution to enable better collaboration for the entire organization to bring all this knowledge, all this data, all this stuff into focus. Quid's role is not just to present what's happening it's to predict what to focus on.”

**Former CEO,**  
Multinational Fast Food Chain



## Uncover Your Insights with Quid

- Create a topic for your brand in Quid Monitor.
- Create themes for launches or specific products.
- Then, configure alerts to get informed of important changes in discussions around your client's brand or launch. Examples:
  - Set up an Any Metric Alert for significant changes in net sentiment or other benchmarked metrics.
  - Receive an Any Mention Alert for posts meeting specific criteria, such as a post from a prominent influencer. Any Mention Alerts are also impactful for comprehensive monitoring during crisis situations.
- Engage the Quid Team about creating a Live Pulse to track and display real-time conversations during a launch, live event, or campaign.

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