

CASE: DANISH CROWN

KEY DRIVERS AND PREFERENCES FOR DEVELOPING A PORTFOLIO STRATEGY

What are the consumer perceptions and relevant demand spaces within 'topping' products for Danish Crown?



Danish Crown



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IPSOS DIGITAL ETHNOGRAPHY OFFERS GREAT FLEXIBILITY AND UNIQUE POSSIBILITIES TO DIG DEEPER IN THE PROCESS. THE FOLLOW-UP INTERVIEWS REALLY ADDED MORE PERSPECTIVE – BECAUSE THE PROCESS LEAVES SPACE FOR US TO FOCUS AND TARGET OUR QUESTIONS ACCORDING TO WHAT WE LEARN ALONG THE WAY. THIS INCREASES THE LEVEL OF OUTCOME AND DETAIL TO US.

Global Senior Brand Manager, Danish Crown





A strong research process is followed by a very professional presentation with solid recommendations. Thanks to the high quality of both methodology and the structuring of the results, it is easy for us to take the insights further into both our own organisation as well as to our distributors. This is a huge benefit for us. ”

DANISH CROWN DIGITAL ETHNOGRAPHY

Danish Crown carry several products internally referred to as ‘topping’, i.e., products dressing up or supplementing a meal. But how well-established is this category with the consumers, how far does it span and what will it take to develop it and perhaps even change the perceptions associated with ‘topping’?

Ipsos uncovered this by digging into the category using the powerful qualitative research tool Digital Ethnography. Several consumers went on a week-long journey using and reflecting on different products. Underway, they submitted video journals and answered specific questions from Danish Crown – a unique and truly powerful element of Digital Ethnography. The outcome is valuable and detailed insights into consumer drivers and potentials. Ipsos also provided strategic

recommendations about how to subdivide the category as foundation for a new portfolio strategy for Danish Crown. This is a key part of such a partnership.

CONSUMER QUOTE

“They have only a small part in the dish that I prepare but still give it a distinctive and indispensable touch.”

THE CHALLENGE

To dig deeper into consumers' understanding and use of the topping category. More specifically, the project should help Danish Crown to uncover:

How the consumer assesses the quality of topping products as well as outlining the path-to-purchase.

- What are the drivers and barriers, occasions, and typical dishes.
- Where are the unexploited territories for growth.

THE PROCESS

Qualitative research covering Denmark, Sweden and Germany.

Phase 1: Digital Ethnography:

7 days, 45 respondents (15 in each country), 30 min. daily activity via app-based interphase. Consumer diaries based on written comments, pictures, and videos.

Focus and outcome in Phase 1:

- How consumers understand different toppings and define quality; based on their own use and perceptions.
- How consumers choose and buy topping; based on their shopping for a meal and reflections about choosing toppings and different alternatives.
- How consumers use toppings; based on their preparation of actual meals and how they treat the chosen toppings.

'Appeal process' helps to ensure high quality of results as well as facilitating a dialogue between brand owner and partner/shop.

Phase 2: Qualitative Follow-Up Interviews:

9 interviews lasting approx. 45 min. (50% of the respondents from Phase 1). Questions based on collected insights and inputs from the client.

Focus and outcome in Phase 2:

- Elaboration of insights from Phase 1.
- Mapping of the topping category.
- Identifying unmet consumer needs.

THE RESULT

Result examples:



A new, consumer-oriented and strategic understanding of the topping category.



Clear identification of market potential and relevant demand spaces to focus on. As well as specific directions regarding potential new toppings.



Solid foundation for Danish Crown to start building a portfolio strategy pointing towards future product-mix, innovation and communication.

“The mobile diaries, followed by individual interviews, secured great width and depth in the analysis. Plus, a very high level of authenticity from consumer videos in real-life situations which really help us to understand both drivers and barriers.”

“The Ipsos team is meeting us with a lot of flexibility. And they share with us the same urge to understand our business challenges and to tailor the project to match them perfectly. Therefore, Ipsos is a close business partner for us.”

Global Senior Brand Manager, Danish Crown

BE SURE. GO FURTHER.

Digital Ethnography is qualitative research supported by digital tools and mobile devices that consumers use on the go and in their everyday lives. By pushing individual questions and tasks to consumers and taking advantage of instant feedback and mobile diaries, Digital Ethnography is both a cost-effective and authentic way to do qualitative research in real-time and real-life environments.



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