

CASE STUDY

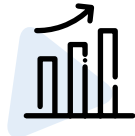
# C Space crowdsources product solutions for food & beverage brand – at scale



REPEATABLE SOLUTIONS



Instant Product Feedback



Scalable Brainstorming



Reduced Research Time

## Business Challenge

Looking to uncover consumer insights on package design for a food and beverage client, C Space needed a research solution that could deliver qualitative insights from participants with both younger and older children. Specifically, C Space wanted to capture actionable insights around “Better for you” skillet meals, and hold multiple research sessions to first crowdsource packaging solutions and then collect feedback on packaging stimuli.

## Key Outcomes Achieved

As a result of running a session with Remesh, C Space both ideated and developed consumer-centered product packaging concepts for their client. The first session validated existing consumer problems around frozen meals, with participants co-creating an ideal product solution. After iterating on this consumer feedback, C Space utilized a second session to evaluate six product packaging concepts — in addition to the crowdsourced concept — with participants to determine which concept resonated most with consumers.

## Why Remesh?

In order to deliver quick and actionable insights to their client, C Space leveraged Remesh, an online focus group powered by artificial-intelligence (AI). With traditional qualitative and quantitative methodologies, these insights would have taken days or weeks to uncover — with Remesh, the entire innovation cycle was completed in two 75-minute sessions with 110 consumers.

## Additional Value

Remesh’s real-time analyses tools enabled cross-functional stakeholders to observe, analyze, and probe participants and data in real time. Additionally, the conversational agility of the platform opened up opportunities for stakeholders to add on-the-fly questions as unexpected insights arose.