remesh

Fast food chain tests new restaurant concept

ABOUT

A major American fast food restaurant chain with multiple sub brands and product lines.

WINS

Understanding Brand Perception

Instant Feedback

Qual Insights at Scale

Challenge

After receiving low retail sales from one of its sub brands, the fast food chain wanted to test new names, menu items, and decorations for future retail locations. However, the chain did not have a solution that would allow for the testing of many concepts, or testing with a large audience. Additionally, the chain hoped to find a solution that would connect it to customers who provided instant, real-time feedback.

Solution

The chain restaurant collected feedback on six concepts in one conversation over the course of a quick 90-minutes, which would have been more of a challenge using a traditional methodology. Remesh allowed the fast food chain to ask follow-up questions for unexpected topics, and enabled the chain to collect qualitative feedback at a scale that was statistically significant.

Result

The chain found that consumers preferred the concept that included the primary brand's name, an insight that confirmed the strength of the brand's name. The Remesh conversation also revealed that participants with children under 18 were more likely to have a strong positive reaction to most of the concepts. The chain was also able to probe so deeply that they nearly ran out of time for the conversation as a whole.