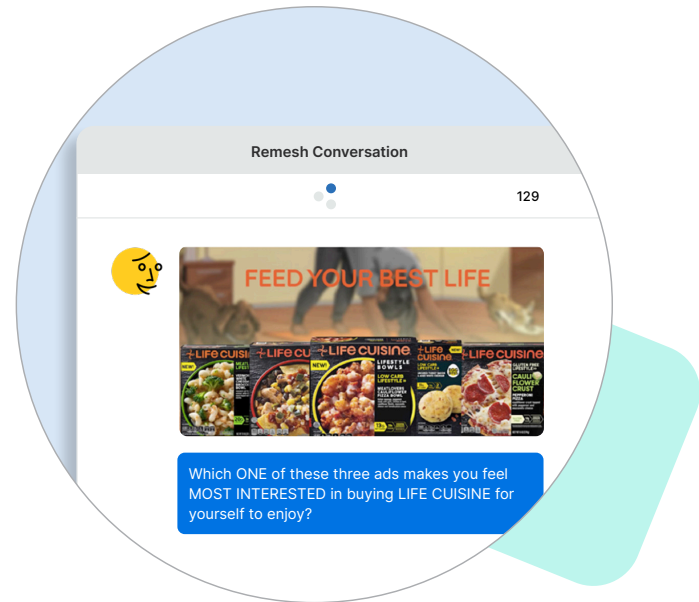


CASE STUDY

# Nestlé captures early stage advertisement campaign feedback for prelaunch optimization



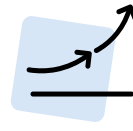
ABOUT

Nestlé needed to collect consumer feedback on three potential ad campaigns for Life Cuisine frozen meals in order to optimize existing ad concepts and uncover drivers of appeal for current and potential consumers.

WINS



Reduced Research Time



Qualitative Insights at Scale



Real-time Feedback

## Challenge

The Nestlé team wanted to gather feedback on three ad campaign ideas from their target consumer segments, including older and younger consumer segments and current and competitive product users. In order to gain vital consumer feedback early in the ad development process, the Nestlé team sought an agile research methodology that could quickly and easily showcase ad storyboards.

## Solution

Nestlé utilized Remesh, an artificial intelligence-powered (AI) digital conversation platform where participants enter responses and vote on what other contributors are saying in real-time. This collaborative research methodology enables qualitative depth at a quantitative scale. In a 60-minute conversation with 110 members of Nestlé’s target audience, the Nestlé team gathered rich feedback from participants including key quantitative metrics and the qualitative “whys” behind the answers.

## Result

Immediately following the Remesh session, “Feed Your Best Life” was identified as the top performing ad concept and recommended to move forward to development with confidence. “Feed Your Best Life” outperformed the other campaigns in key areas. Most notably, this ad was seen as the more relatable, compelling, interesting, health-oriented, and likely to inspire a purchase, compared to the other two ad concepts. 80% of participants liked/loved the campaign idea, and it best communicated the differentiated Life Cuisine “Thriving” lifestyle message. This ad aired in August and September and Life Cuisine saw a great base sales lift following the ad release.