

Case Study

New Consumer Packaged Goods Company Uses Voice of Consumer to Test Products in Their Homes



Challenge

We worked with this relatively young and successful company to recruit households for an online panel to participate in surveys to test alternative formulas of their products.

Solution

We used the online consumer panels and surveys to test packaging, brand health and to place new products with multiple alternative formulas in homes nationally. The consumers tried the products for several weeks and then provided feedback on efficacy, ease of use, value, and benefits.

Results

This research helped OrangeGlo tune the product and ensure that the best formulas were put into production. By using the online panel to perform this research, OrangeGlo was able to significantly reduce the time to market as well as their costs.