

Case Study Focus:

Marketplace Assessment

Beverage Company

Background

Tetulia, a new tea company from Bangladesh, was looking to expand into the U.S. market. Before launching, Tetulia required in-depth market research, and employed LeGrand Hart, a Denver based public relations firm. LeGrand Hart recommended Tetulia to iModerate in order to broaden the view of the brand and assess the marketplace.

Tetulia really wanted insight regarding possible taglines, impressions of Bangladesh, which packaging out of the six designed consumers favored and reactions to different facts about Tetulia teas. In servicing their client, LeGrand Hart moved well beyond general opinion work in the category toward specific concept testing for the brand. iModerate's live, one-on-one, professionally moderated interview sessions used in conjunction with an online survey allowed Tetulia to garner both quantitative data and qualitative feedback. LeGrand Hart then used the findings to set strategy and tactics such as copy tone, and editorial targeting. Entering into a large, competitive U.S. market, Tetulia's success depended on insight into consumers' opinions, and their plan of attack answered the call.

Why iModerate?

Tetulia was faced with a situation many overseas companies face - how to successfully launch a product in the U.S. market. To make the desired splash, they needed consumers' candid opinions and directional feedback that would allow them to launch with confidence. iModerate stood out because the methodology and technology gave Tetulia the unique ability to layer a qualitative component on top of their online survey. To that end, in using iModerate's solution, Tetulia was able to delve deeper into specific topics and questions. Additionally, for the new start up, these one-on-one interview sessions allowed them to conduct quality, multi-mode research without breaking the budget.

Methodology

After defining their target consumers/respondents, Tetulia and LeGrand Hart created a custom 50-question survey to meet Tetulia's research needs, interests and goals. With the help of iModerate, Tetulia then selected eight key topics from the survey for the moderators to expand upon. The online survey, fielded between December 17 and 20, was sent to 300 tea-drinkers - 195 women, and 105 men. iModerate then seeded and selected 300 participants based on Tetulia's market criteria, for example, being 18 years-old or above and an avid hot tea drinker. Finally, iModerate conducted 41 one-on-one, interviews with respondents, 29 women and 12 men.

iModerate Session Objectives

- Explore reactions to the different key facts about Tetulia teas, identify what they communicate about Tetulia teas, what information holds the greatest appeal and what information would motivate purchase.
- Understand why respondents chose a specific tagline as most appealing and what expectations they would have of a tea with that tagline.
- Understand why respondents chose a specific package design as most appealing and what expectations they would have of a tea packaged in that way.

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Results

Thanks to iModerate's solution, moderators were able to view respondents' answers to survey questions during the course of the interview session and probe deeply for more complete responses. To that end, iModerate's one-on-one sessions gave Tetulia invaluable qualitative results about tea drinkers, and their buying habits; allowing both LeGrand Hart and Tetulia to walk away with a clear recommendation from consumers.

Out of the five tagline options, the respondents chose "To Health. To Life. To Tea" by an overwhelming margin. As a result, Tetulia decided to adopt this tagline for their brand. The excerpts below are an example of the strong favorability shown in regards to this tagline.

Moderator: What aspects do you like about this tagline?

Guest: It's very catchy. It makes you think. It feels like something that reflects the idea of tea very well. That tea is about drinking it for relaxation and health and just happiness -- this tagline reflects that idea.

Moderator: What expectations would you have of a tea with a tagline like this?

Guest: It sort of embodies the idea of organic - health, life - socially responsible (that's how I interpret it) and it just kind of rolls off the tongue.

One of Tetulia's main concerns was how the U.S. market thought of Bangladesh in general. An accurate read on the respondents' perceptions of the country was vital to them as the tea is grown and produced in Bangladesh. The live interview sessions showed that participants had limited familiarity with Bangladesh, but did associate an "exotic" flair to an organic tea from the country.

Moderator: What appeals to you about the exotic characteristic?

Guest: Well, besides the socially responsible actions and facts, Bangladesh also has this exotic appeal. That's a benefit not really addressed. People like exotic.

Guest: There are so many brands out there, sometimes it's nice to try something different

Guest: Bangladesh sounds exotic... It simply is not a place I usually associate with food. I've also never been, and would likely find the culture fascinating.

The six packages tested had different names, colors and designs. In iModerate's interview sessions, there was one package the stood out above the rest. Respondents felt that this particular package conveyed lightness, sunshine, health and nature. While the color was the driving force in this opinion and dominated discussion of this package design, respondents also said that the images on the package were appealing. The respondents, probed heavily by the moderators, felt strongly about this design in particular.

Moderator: What expectations would you have of a tea that was packaged like this? Why?

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Guest: I would expect it to be fresh, flavorful, and healthy

Guest: I just liked that it was a bright, pretty label, but not overly annoying... It sends the message that it is packaged in a bright and pretty box. And it is appealing to me in that it doesn't try too hard to catch my attention or get me to buy it, so to speak.

Beyond opinions about taglines, Bangladesh and packaging, iModerate's sessions uncovered important information about a value dear to Tetulia - social responsibility. Tetulia is a socially responsible company, and it was important to validate its values against consumer beliefs. The sessions revealed that consumers do indeed care if a product is connected to a greater good and will purchase it for that reason. Respondents said that executing on social responsibility, fairness in labor practices and organic production are far more important than what country the tea comes from, providing vital validation for Tetulia.

Moderator: What does it mean to you, as a tea drinker, when the company says it is 'socially responsible'?

Guest: To me I hope that it means the workers are being compensated appropriately and that profits from the company are helping the community instead of making some executive rich.

Guest: Hmm. Well I think it makes me feel much better about the product I am buying, and makes me feel like I am helping people rather than keeping people in a poor state. So it does make me feel good about purchasing something of quality.

Guest: It seems that they care about their product and who produces them.

iModerate's live, one-on-one interview sessions garnered the insight Tetulia needed to move forward with their launch initiative. The sessions uncovered preferences, motivations and impressions that added color and clarity to the survey, giving Tetulia a clear picture of the consumers' mind set. Overall, iModerate's solution was priceless for Tetulia and LeGrand Hart in that it gave them the story behind the numbers.