

Achieve Launch Success: Unlocking the Full Potential of An Innovation

Dig Insights and McCain Foods
Foods



Dig Insights



Dig Insights was founded in **2010** by four senior insights professionals. We offer global consulting and technology to help you manage the innovation lifecycle.



We've grown to a team of **more than 200** research consultants, strategists, data scientists, and developers.



We have offices in **Toronto, CA;**
Chicago, US; and **London, UK.**



Presenter



Patricia King

Executive Vice President

Dig Insights

McCain Foods



McCain Foods was founded in **1957** by four brothers from the McCain family. The company was founded in **Florenceville, New Brunswick in Canada.**



We are the largest producer of French Fries in the world, with 1/4 French Fries eaten around the world are made by McCain. We produce more than **one million pounds of potato products per hour across our 51 processing plants** around the globe.



Over the past 60 years, McCain Foods has grown to have sales in over **160 countries**. We are in both Retail and Foodservice. We also offer appetizers, pizzas and desserts.

Presenter



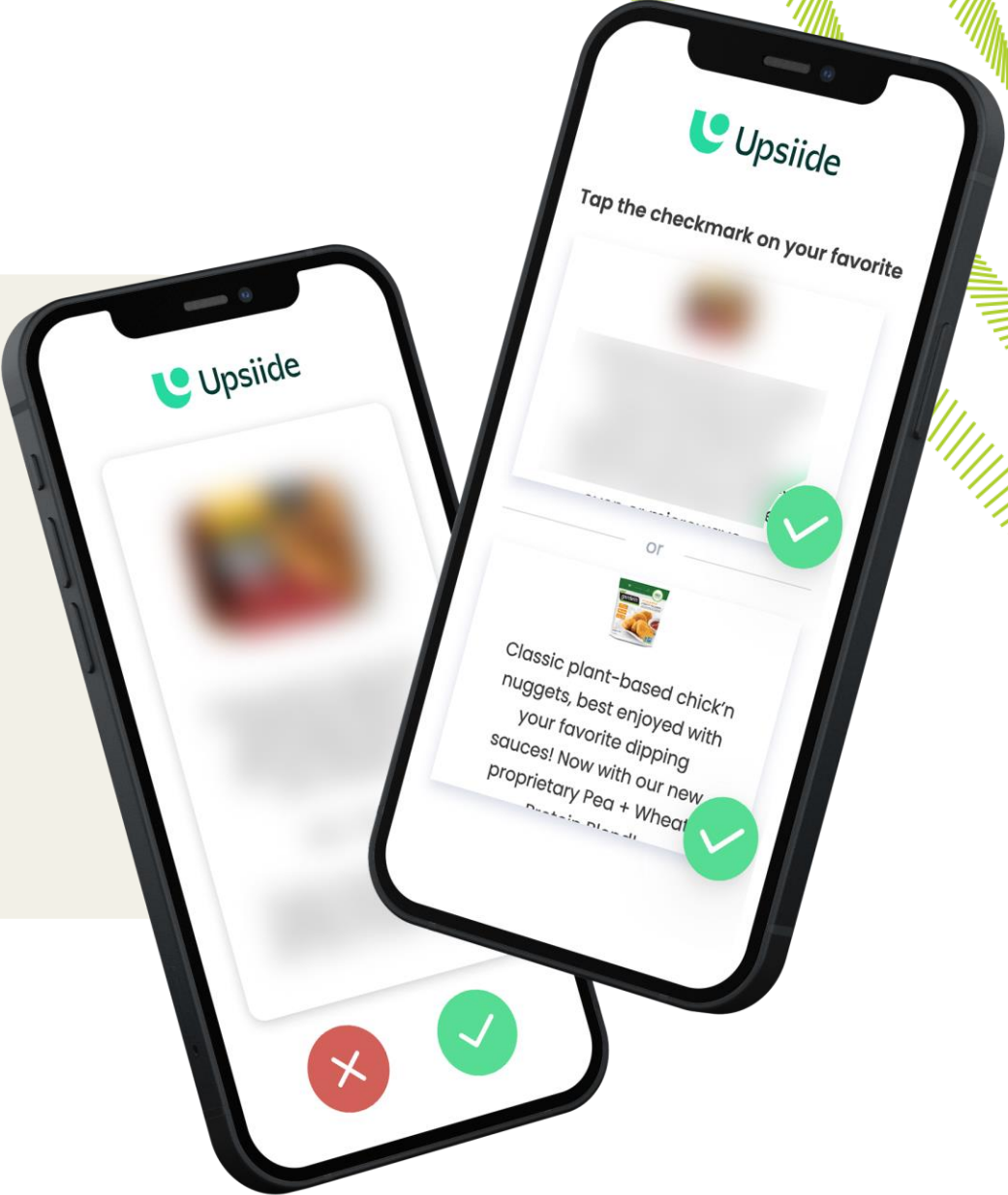
Kristy Wang

Insights Manager
McCain Foods



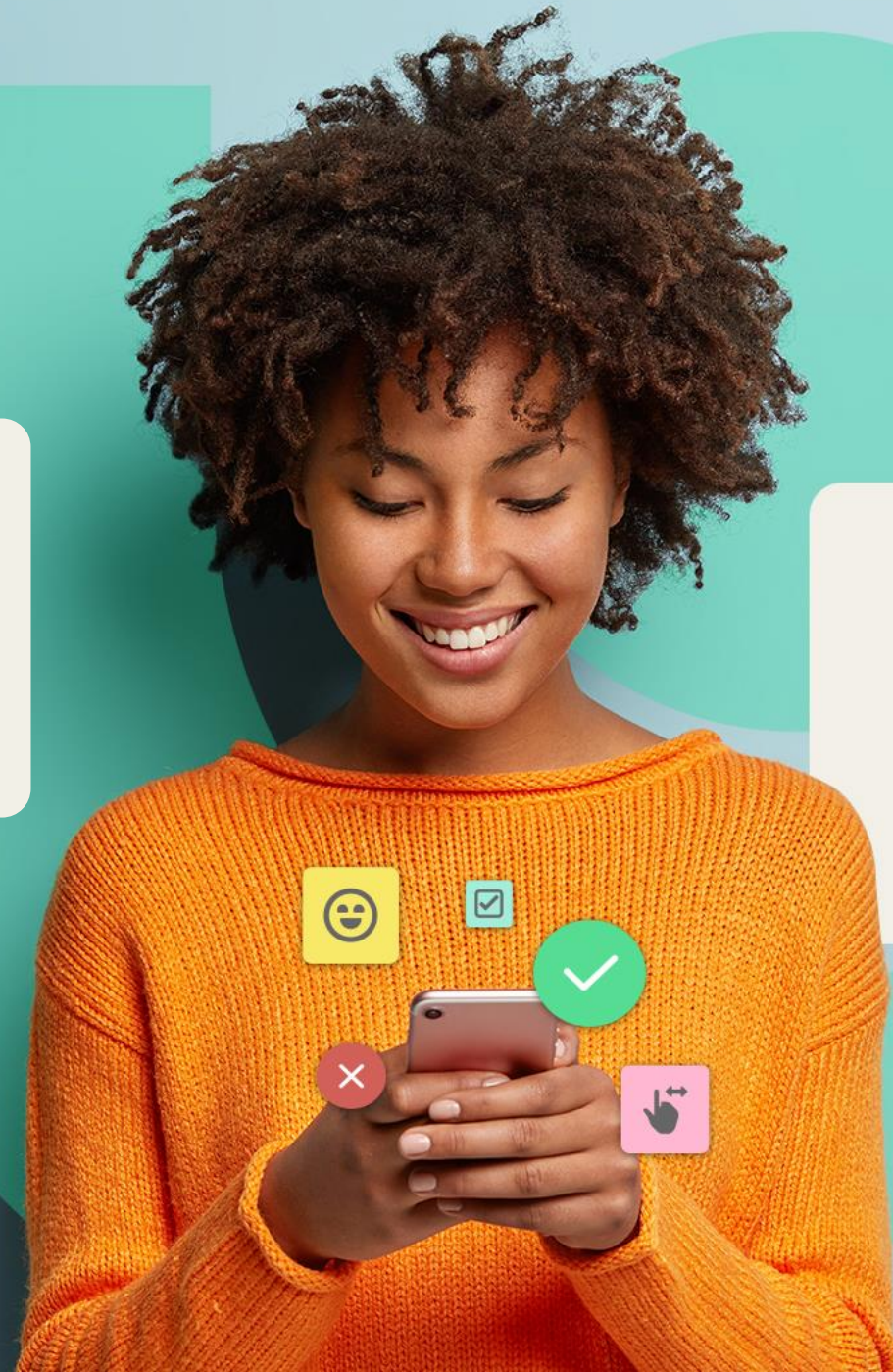
McCain uses both qualitative and quantitative research as a part of their research process to successfully bring new products to market.

**New concepts were
created and tested
in Upside.**



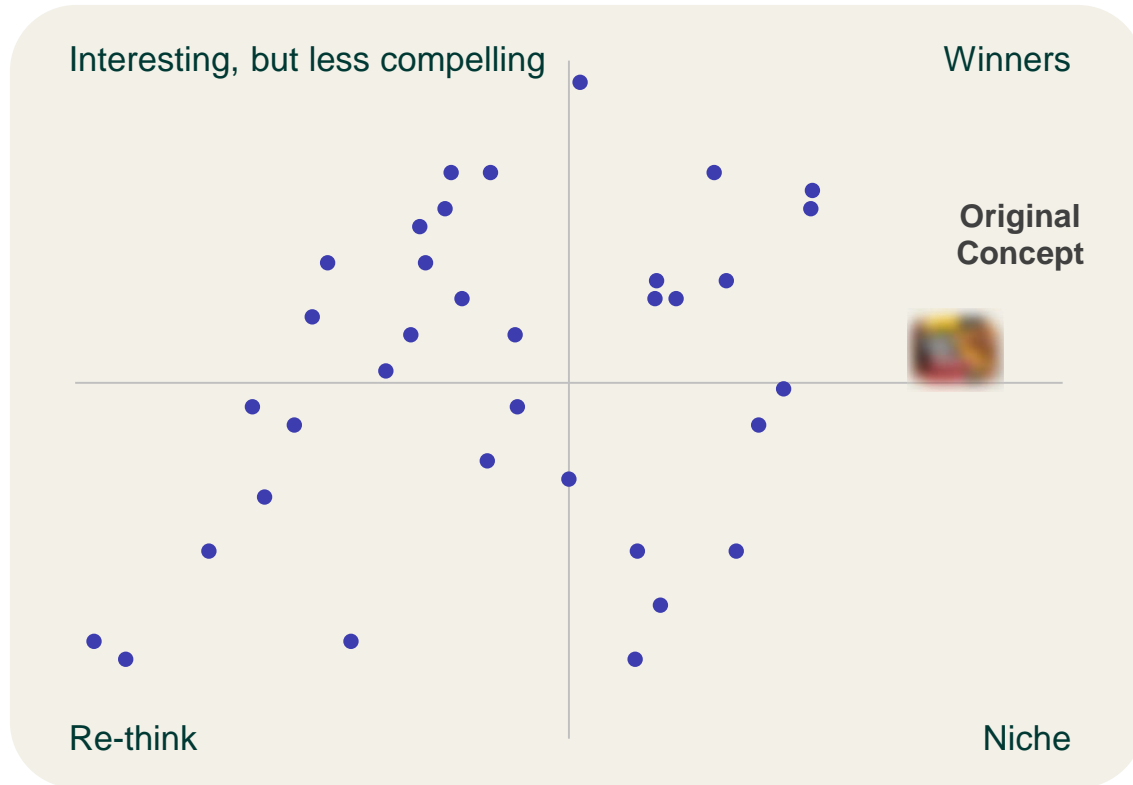
Upsiide feels like social media, not a survey.

It allows you to conduct a project overnight and watch results in real time.

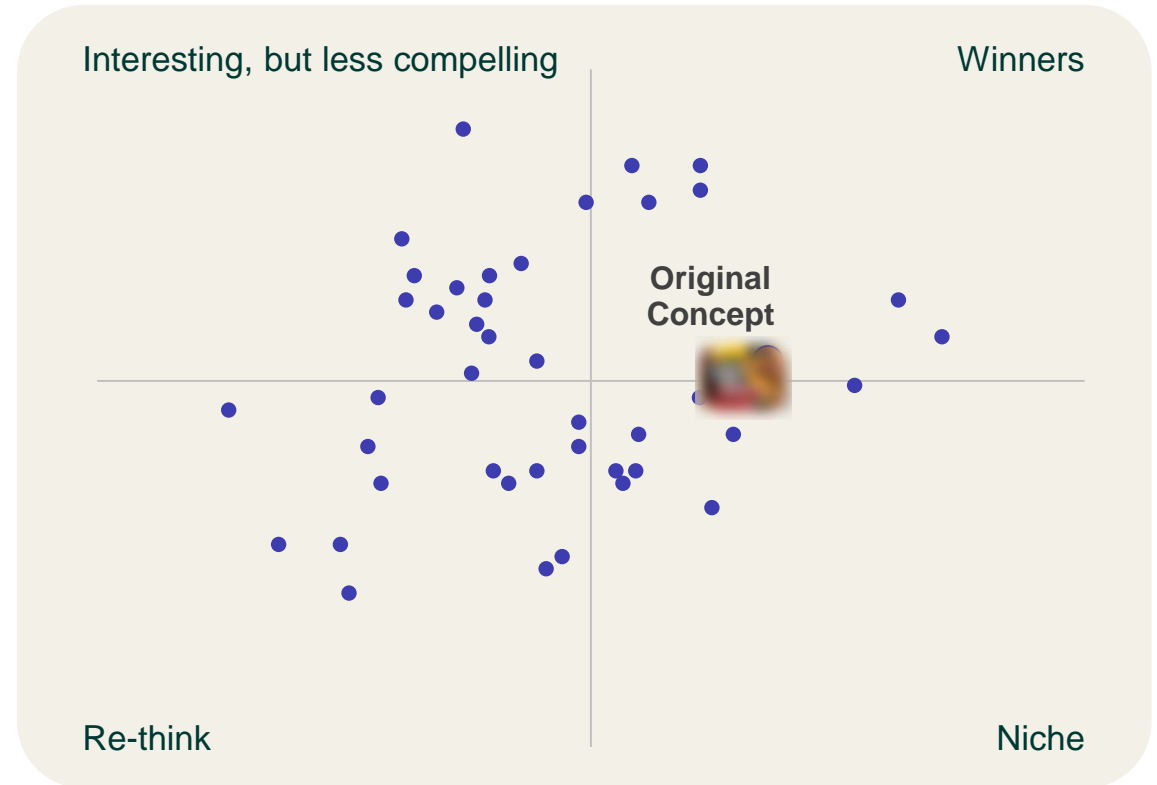


McCain found commitment was higher in the UK.

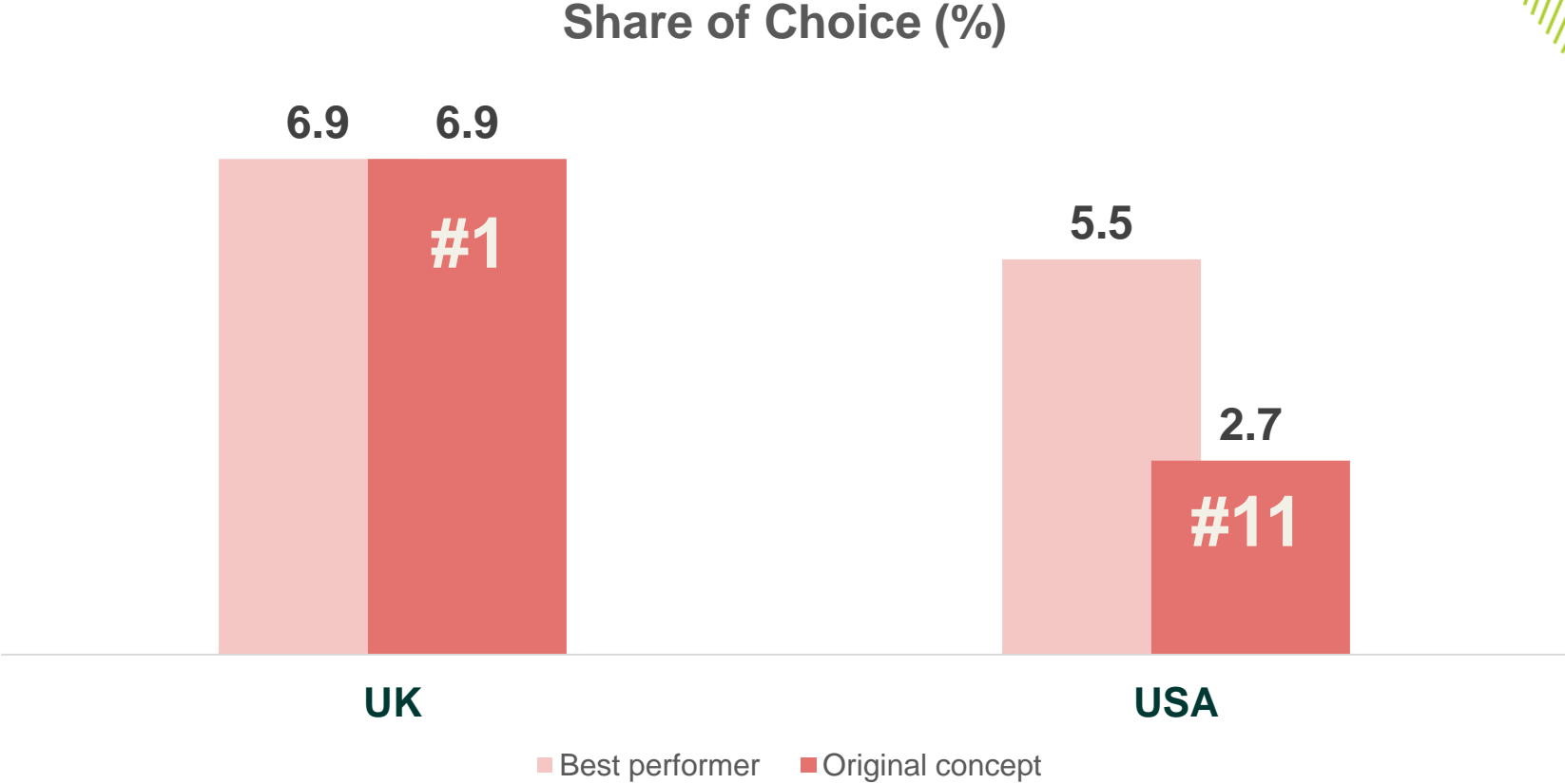
UK



US



Leading to a MUCH higher share of choice.



And while successfully launched in the UK, a lift and shift is not always straightforward.



**So, we had to
get creative.**

So, what did we do?



2 days in
Chicago



Co-creation
sessions



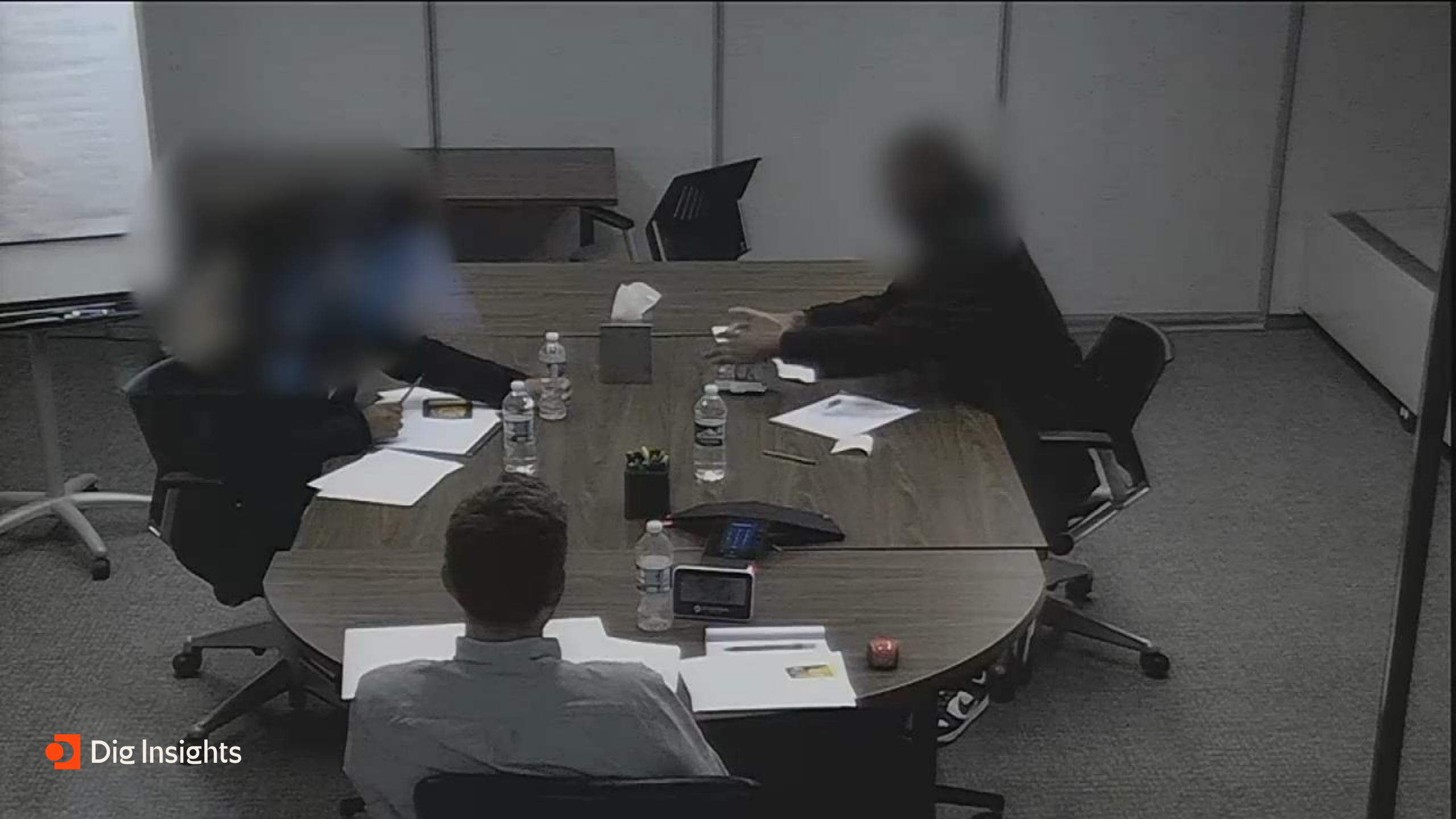
Professional
Chef



Taste Tests

Teens | Parents | Couples | Roommates

But why did we do this?



Well...



Comfort



Engaging



Empathy



Get
Real



No nonsense



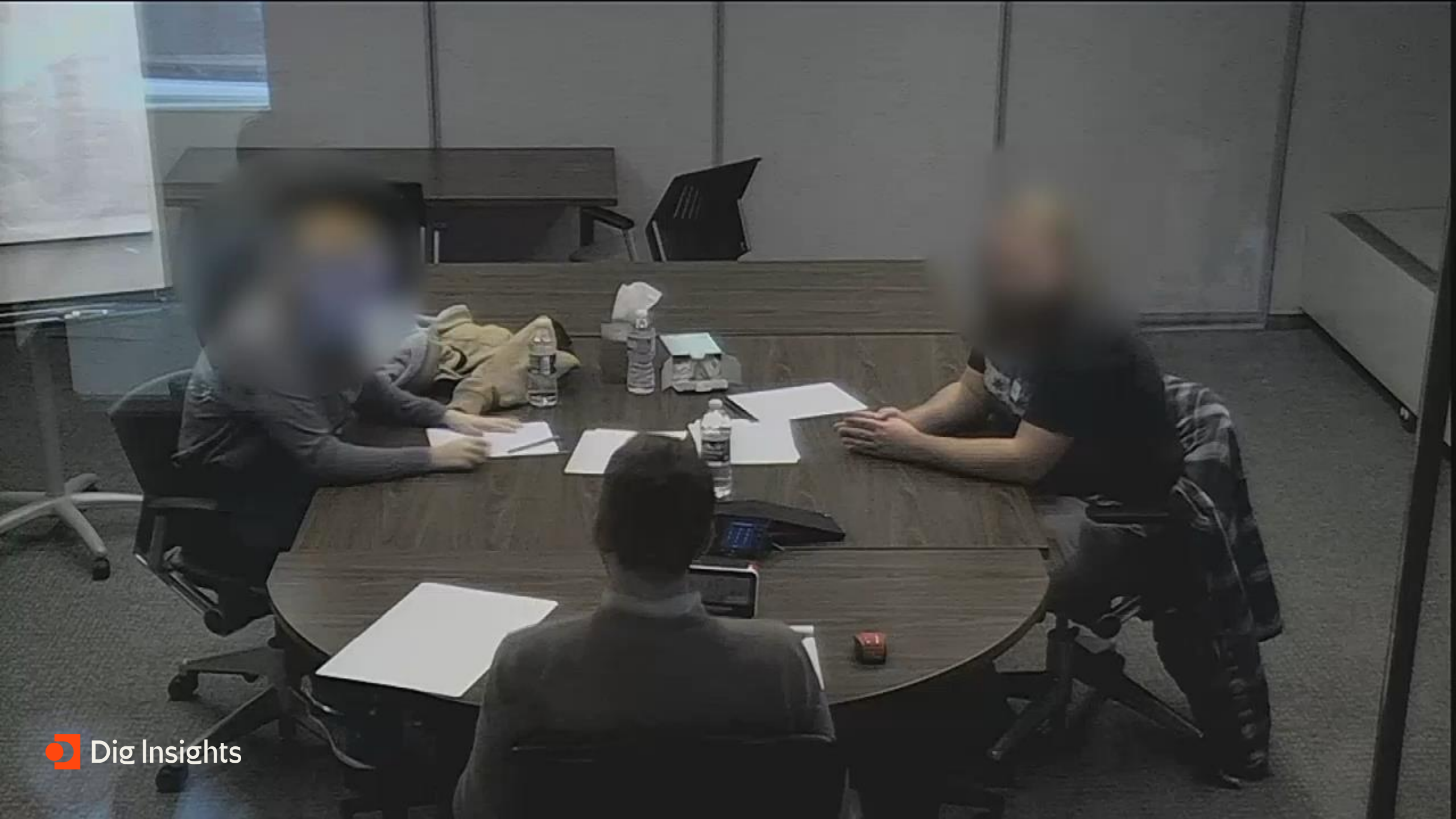
Perception



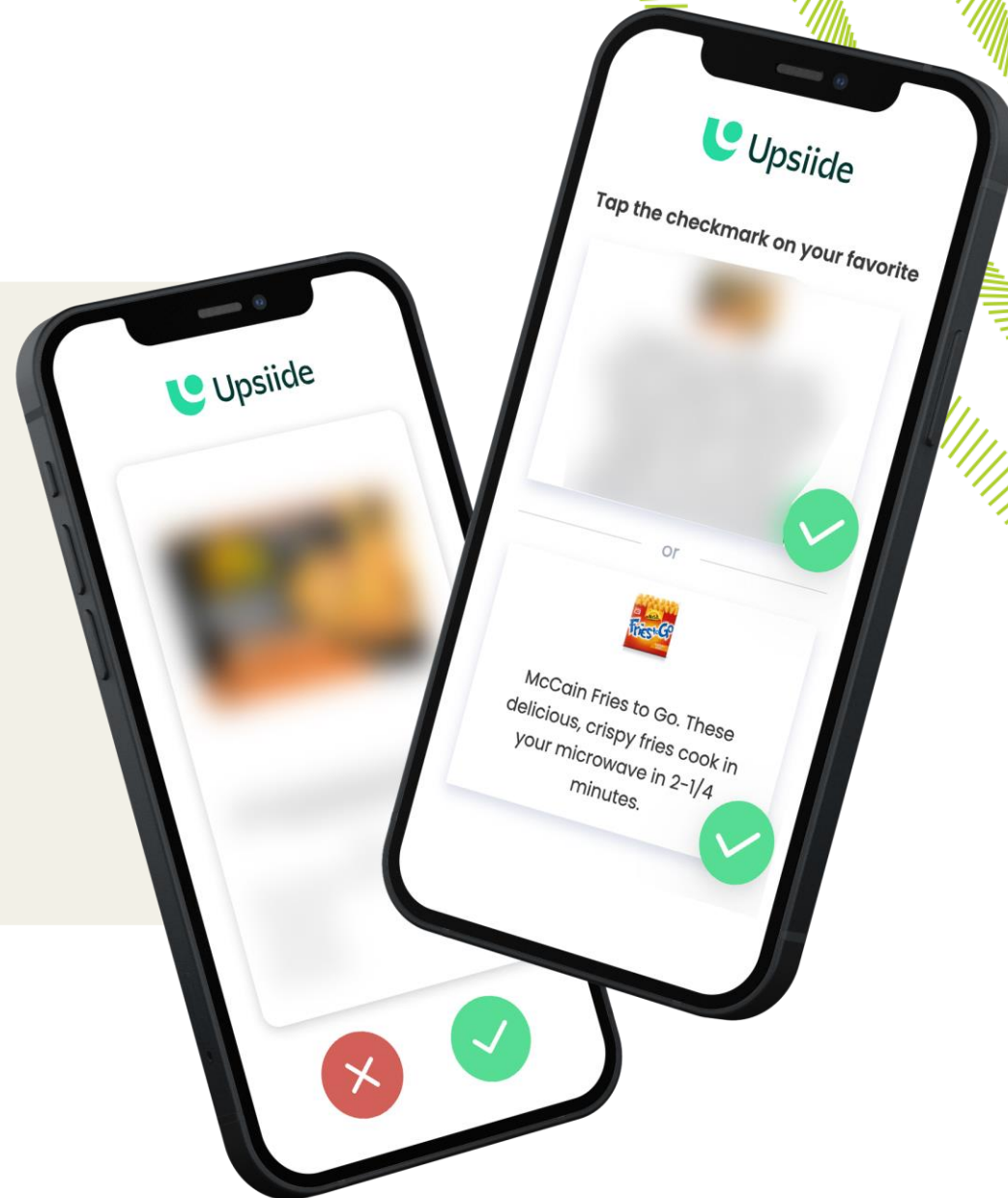
Brainstorming



Expectations
vs. reality

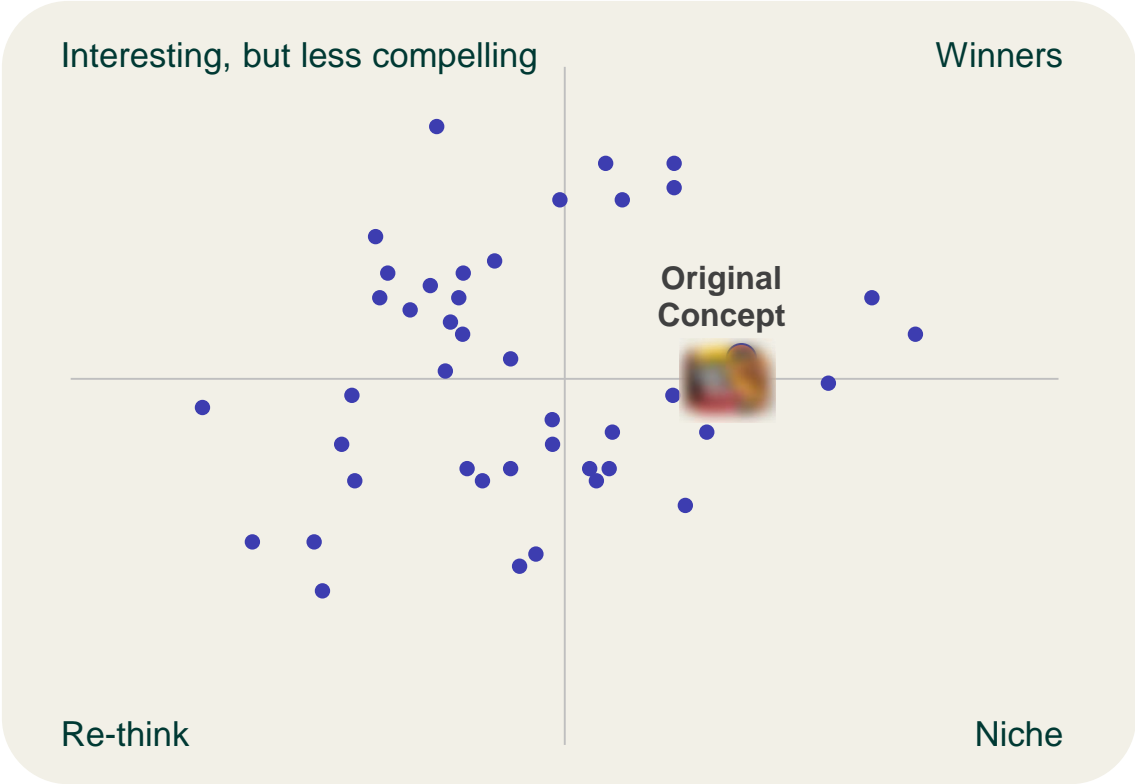


With a confirmed target, updated packaging, claims, and creative, we went back to field.

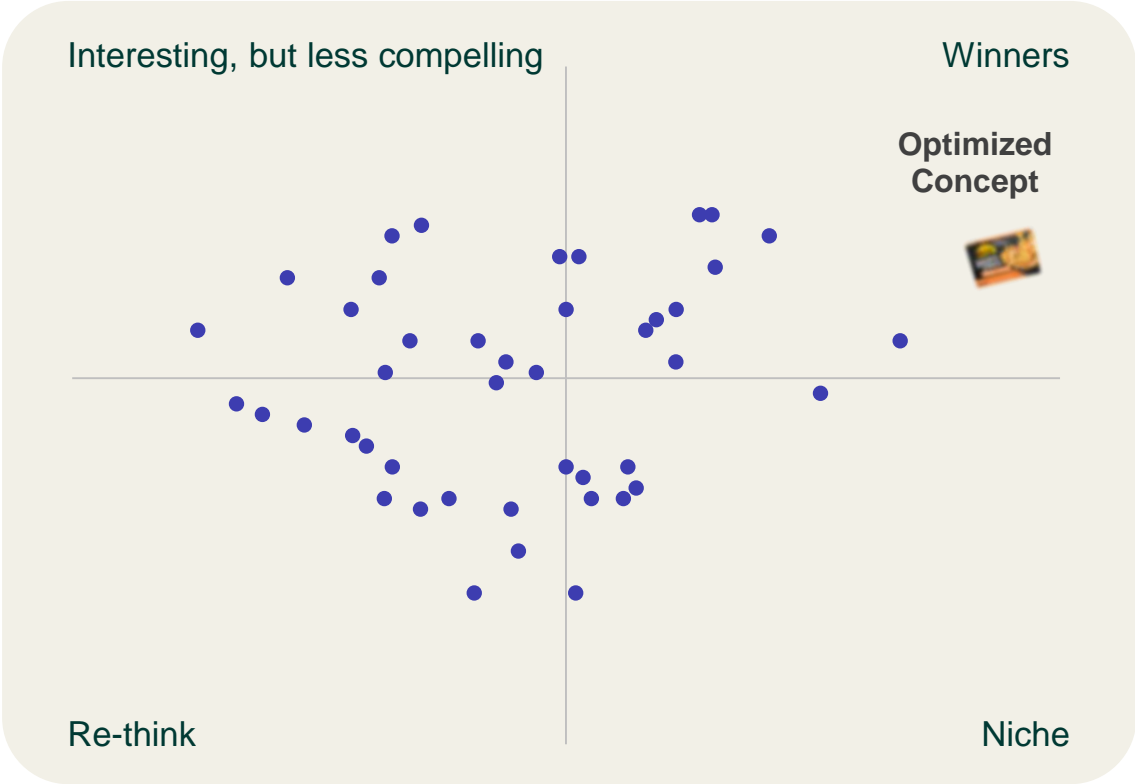


A clear improvement after optimization.

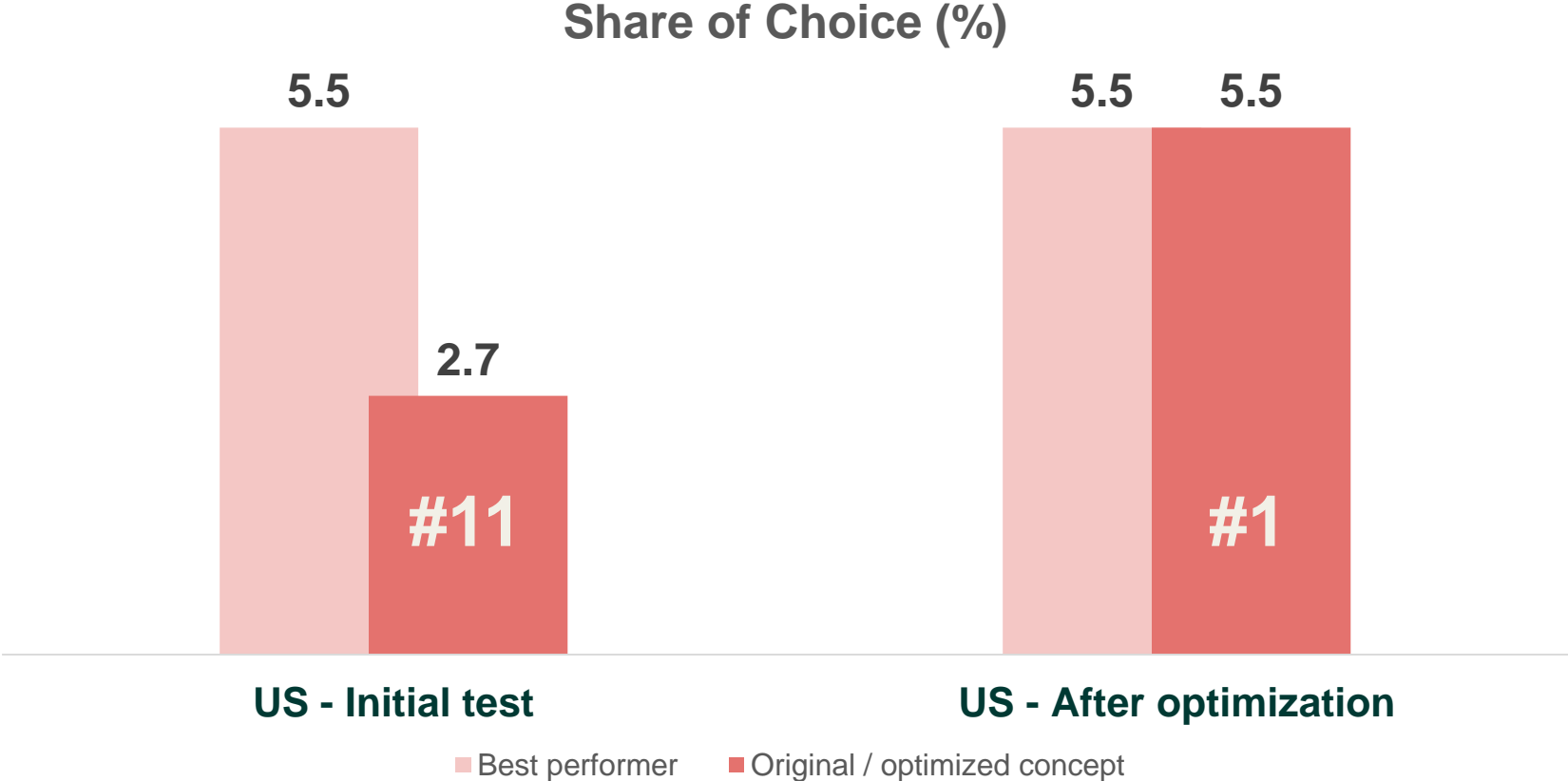
US - initial test



US - after optimization



And the strongest share of choice.



Takeaways

- 1 Mixed methods
- 2 Thoughtfulness
- 3 Ethnographic lens
- 4 Sample size

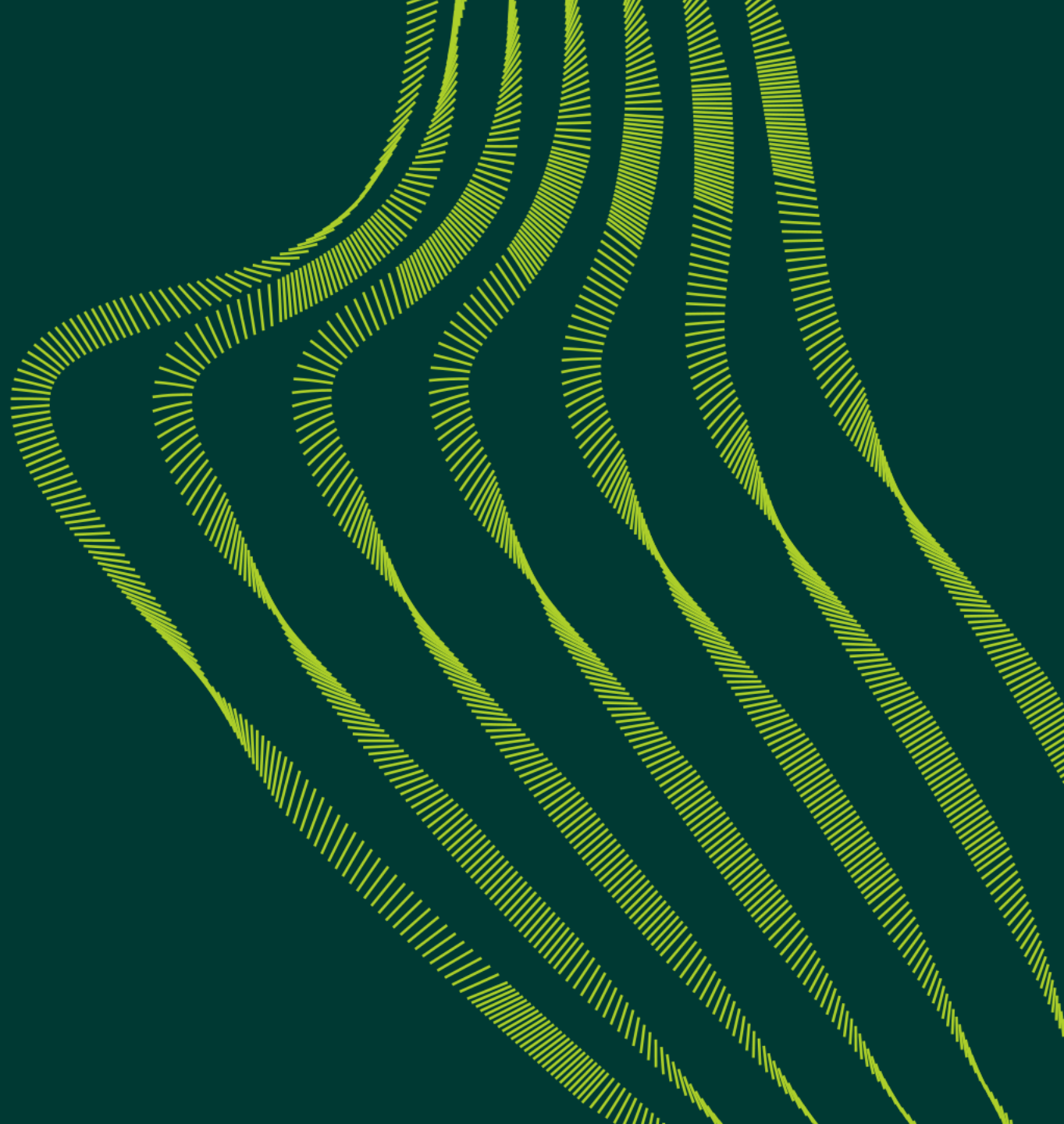
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You'll learn more in a day talking to customers than a week of brainstorming, a month of watching competitors, or a year of market research.

-Aaron Levie



Questions?





Where to find us



patricia@diginights.com



diginights.com
upsiide.com