



# Research with International Flavour

WENDY'S SHARES RECIPES FOR SUCCESSFUL STUDIES AROUND THE WORLD



# Abstract

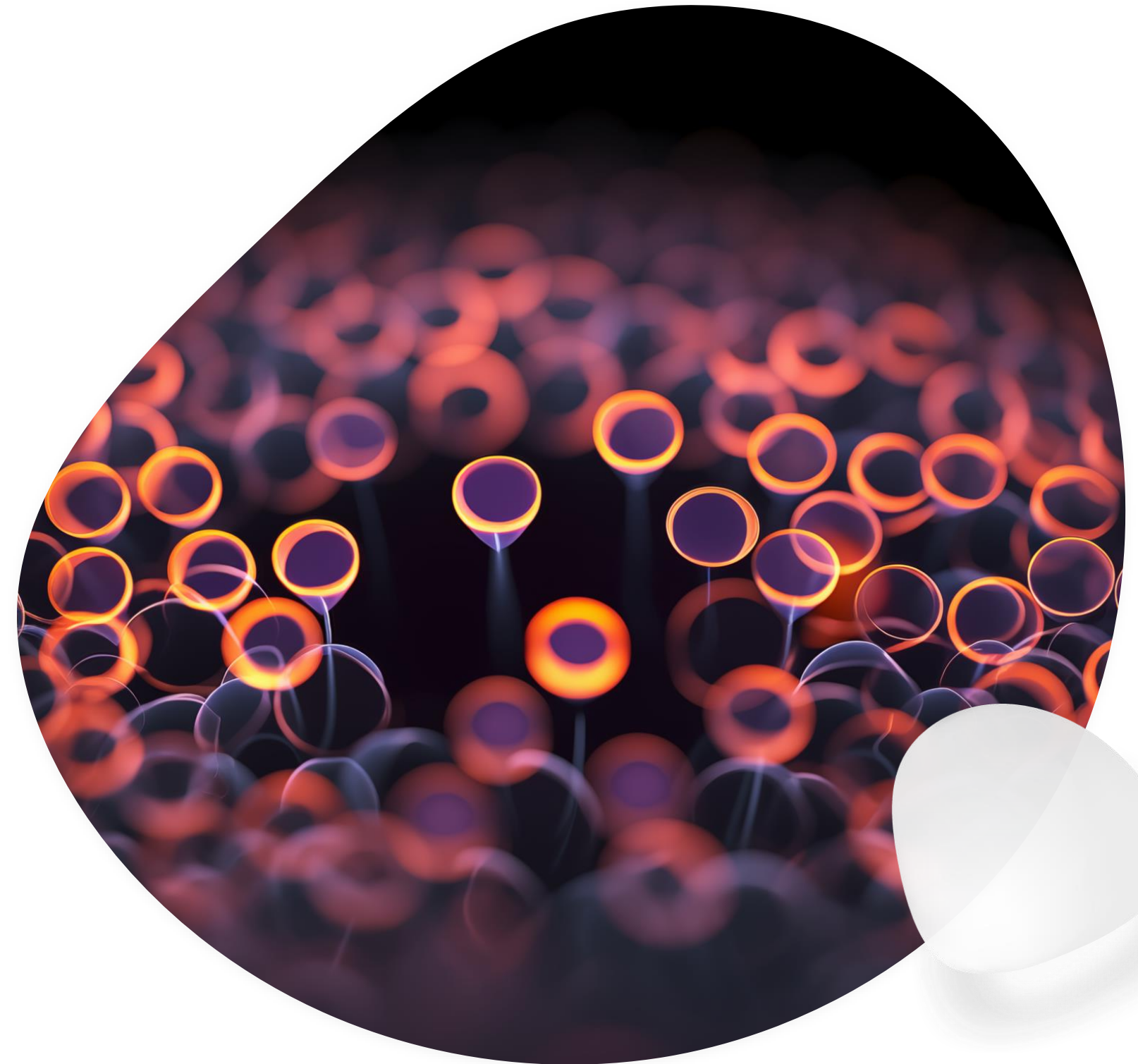
What does it take to gain insights that transcend borders? International quantitative research requires acknowledging cultural differences, and innovative methodologies and engaging survey design can make all the difference. Join aytm as we team up with Wendy's International Consumer Insights team to discuss their recipe for successful studies.

## THIS SESSION WILL COVER

Imperative and insightful cross-cultural considerations

Unique applications for advanced methodologies

Tips and tricks for gamification to maximize data quality



# THE WENDY'S COMPANY

THE WORLD'S  
**3<sup>RD</sup> LARGEST**  
QSR BURGER  
BRAND

**30+**  
GLOBAL  
MARKETS

**7,000+**  
RESTAURANTS  
AND GROWING  
WORLDWIDE



ARGENTINA | ARUBA | BAHAMAS | CANADA | CAYMAN ISLANDS | CHILE | CURACAO | DOMINICAN REPUBLIC | ECUADOR | EL SALVADOR | GUAM  
GUATEMALA | HONDURAS | INDIA | INDONESIA | JAMAICA | JAPAN | KAZAKHSTAN | KUWAIT | MEXICO | NEW ZEALAND | PANAMA | PHILIPPINES  
PUERTO RICO | QATAR | REPUBLIC OF GEORGIA | TRINIDAD & TOBAGO | UNITED ARAB EMIRATES | UNITED KINGDOM | UZBEKISTAN | VIRGIN ISLANDS





Each country  
is unique



All consumers  
are the same

**There is no perception without bias,  
yet, biaslessness oughta  
be the aim of perception.**

ABHIJIT NASKAR, ASK MAFIA: ARMOR OF THE WORLD



Is your country  
a research outlier?



Population: 8.3 Million



Population: 107K

80%

County A Norm: 90%

60%

Country B Norm: 50%





# RESEARCH DESIGN

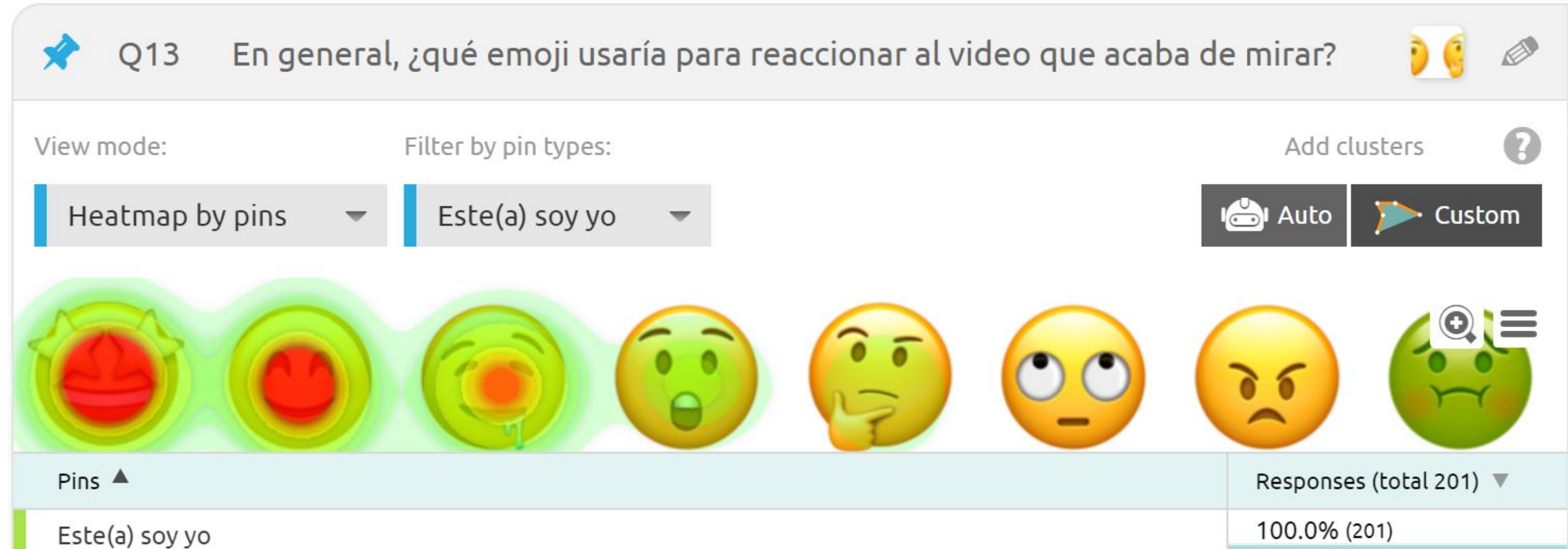
For Global Consumers

# Overcoming Language Differences





- カリカリ (karikari)
- サクサク (saku saku)
- パリパリ (paripari)
- ザクザク (zakuzaku)
- カリッカリ (karikkari)
- パリッパリ (paripパリ pari)
- ザクッザク (zakkuzzaku)
- ボリボリ (boribori)
- ジャリジャリ (jarijari)
- 香ばしい (koubashii)
- 歯ごたえが良い (hagokote ga yoi)
- サクサク (sakkusaku)
- カラッと (karatto)
- サラサラ (sara sara)
- 粉雪のような (funoyuki no youna)
- ジュワッと (juwaatto)
- サブレのような (sabure no youna)
- パイのような (pai no youna)
- ポテトチップスのような (potetochippusu no youna)
- アーモンドのような (アーモンド no youna)
- ポリポリ (poripori)
- ガリガリ (garigari)
- ゴワゴワ (gowagowa)
- 口の中でぱりっとする (kuchi no naka de paritto suru)
- 噛むとサクサク音がする (kamu to sakusaku oto ga suru)
- 歯切れが良い (hagire ga yoi)





# Minimizing unknown influences





Please rank the importance of the following areas in your decision to purchase items.

	1st (Most important)	2nd	3rd	4th	5th (Least important)
100% Natural	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Gluten Free	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Organic Certified	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Natural	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Locally Sourced	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## WHICH BURGER WOULD YOU BUY?



Toasted Brioche Bun  
100% Pure Beef  
Oven Baked Bacon  
Cheddar Cheese  
Ketchup & Mayo



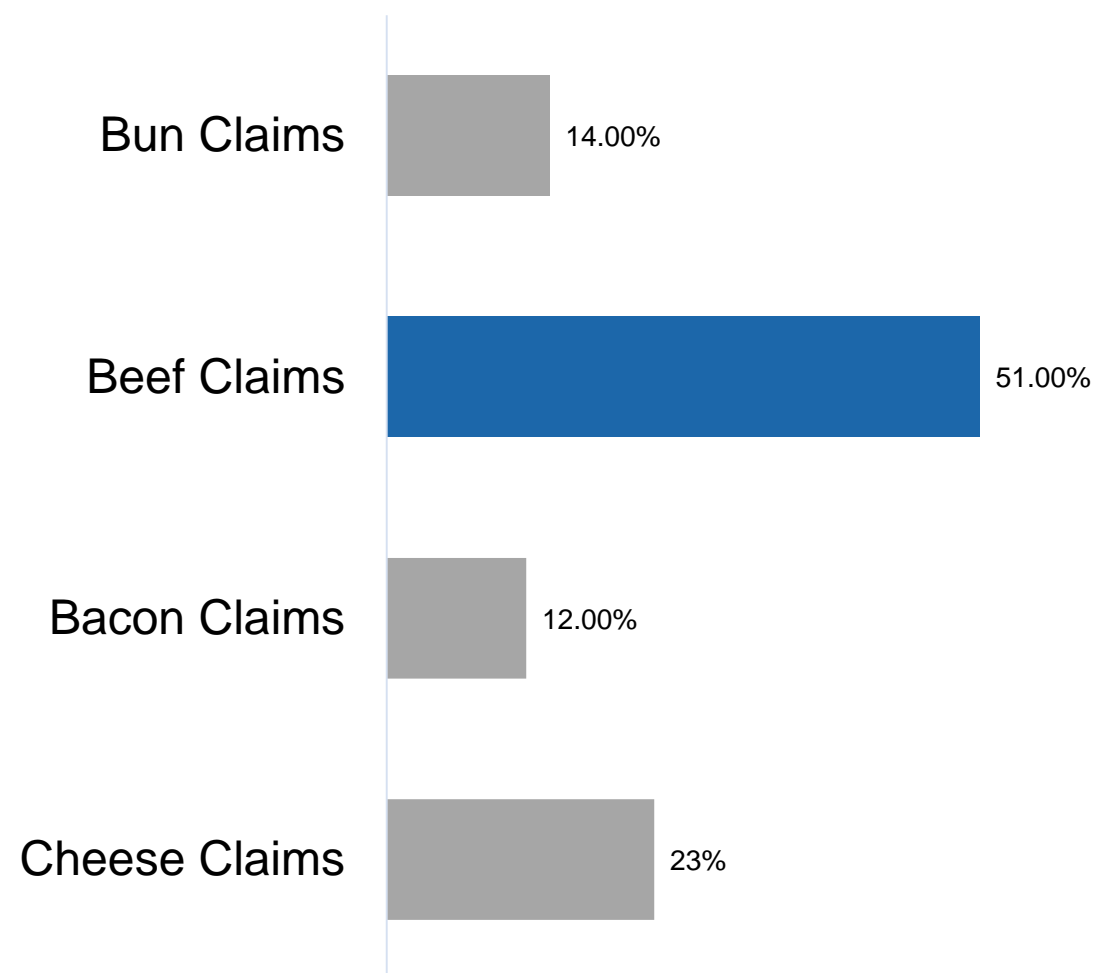
Toasted Premium Bun  
100% Fresh Local Beef  
Applewood Smoked Bacon  
Cheddar Cheese  
Ketchup & Mayo

	Choose this?		
Bun	Toasted Brioche Bun	Toasted Premium Bun	None Of These
Beef	100% Pure Beef	100% Fresh Local Beef	
Bacon	Oven Baked Bacon	Applewood Smoked Bacon	
Cheese	Melty Cheddar Cheese	Cheese	

**Q: Which of these burger would you buy?**



### Claim Categories Importance



### Beef Claims



# Gamify to improve data quality

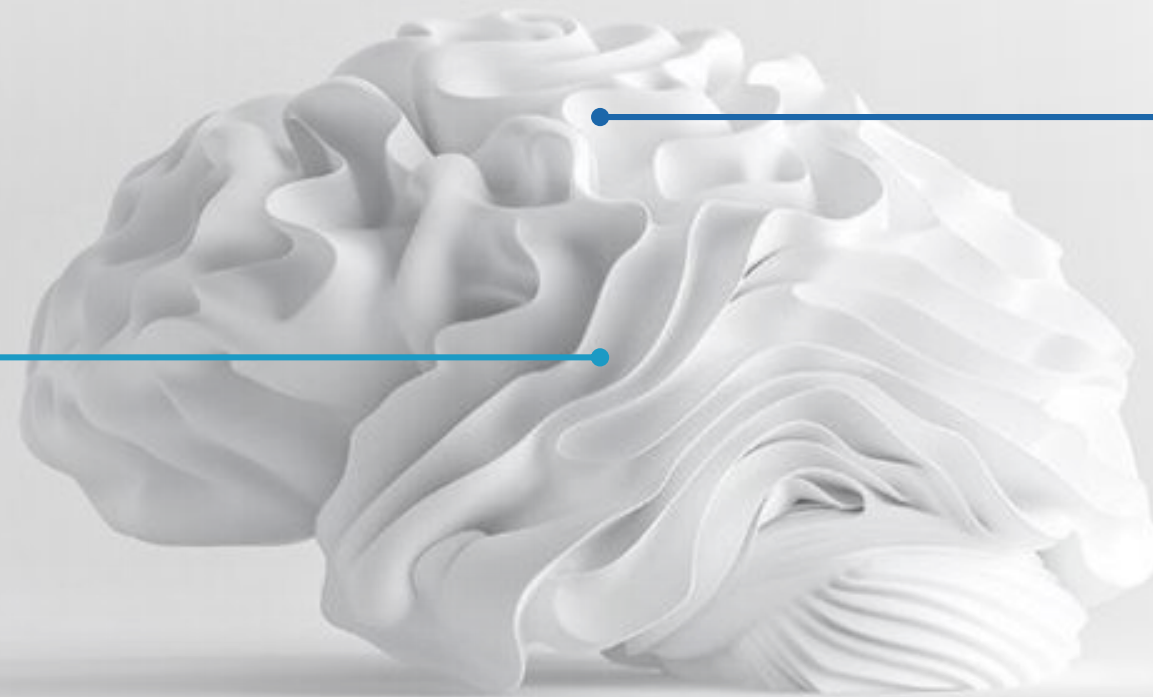


## System 1 thinking

LIMBIC SYSTEM

Fast  
Automatic  
Impulsive  
Associative  
Emotional  
Unconscious

95%



## System 2 thinking

NEOCORTEX SYSTEM

Slower  
Rational  
Analytical  
Deliberative  
Logical  
Conscious

5%

This section is a fun game of association. Imagine that you're purchasing a chicken burger in a typical fast food restaurant.

**Would you pay more for an item with this feature?**

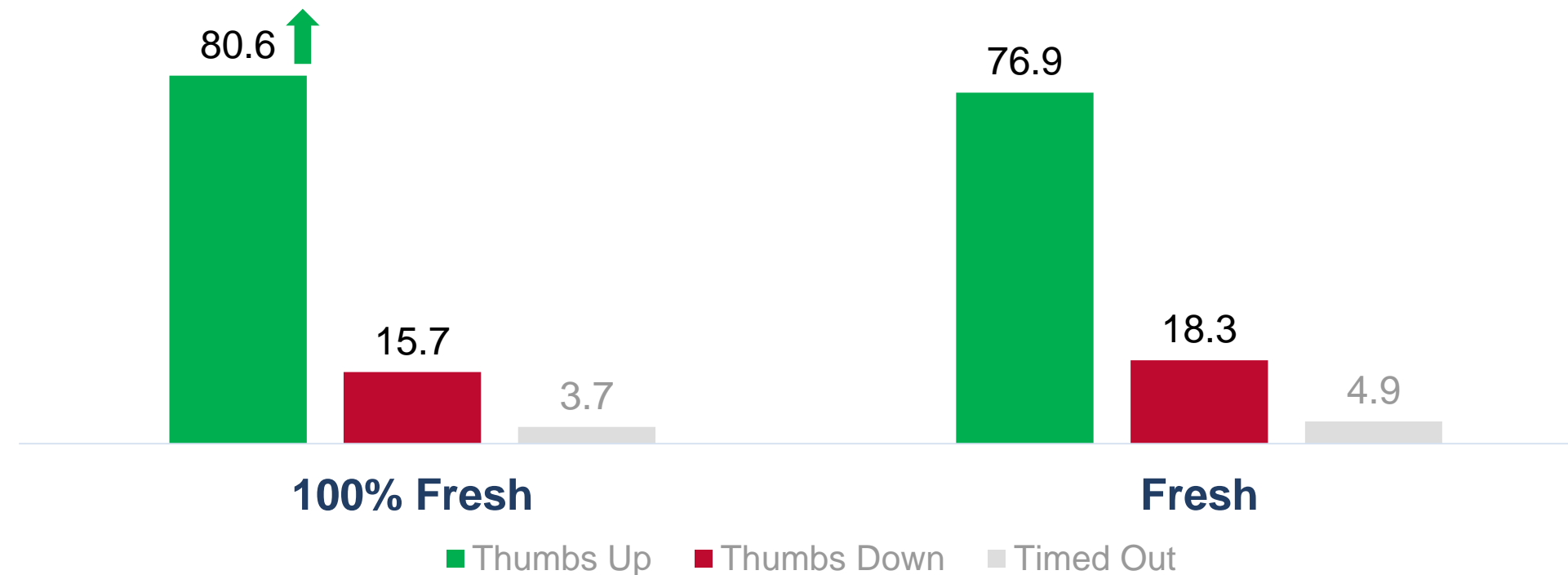


**100% FRESH**

Thumbs Up   Thumbs Down

**FRESH**

Thumbs Up   Thumbs Down



Almost there! This last section is a short, simple ordering exercise. For this section, it might help to imagine that you're purchasing a cup of **hot brewed coffee** in a fast food restaurant. Please review each group of attributes and select the package that you are most likely to purchase. You will see 14 different combinations in this exercise.

Next, imagine that there are new fast food restaurants near you that start to offer coffee. **Which of the following fast food restaurants would you visit to try their coffee?**

Please review each restaurant's offering and select the one that you are most likely to visit to try their coffee. You will see 13 different combinations in this exercise. **Don't worry, it goes by quite fast.**

700 FINAL COMPLETES

55 DROPOUT AT  
THIS QUESTION

DROPOUT RATE **7%**

500 FINAL COMPLETES

25 DROPOUT AT  
THIS QUESTION

DROPOUT RATE **5%**

# Q&A





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