

New Product Development Case Study



The role of Bord Bia, the Irish Food Board, is to act as a link between Irish Food, Drink and Horticulture suppliers and existing and potential customers.

The objective of Bord Bia is to develop markets for Irish suppliers and to bring the taste of Irish food to more tables world-wide. Bord Bia have an extensive and in-depth knowledge of the Irish industry, and also act as a bridge between companies with shared interests.

Bord Bia supported a partnership between 2 Irish Food Manufacturers' to create a new category product and asked iReach to run a research project to test this concept and measure the likely take-up of this new product. iReach worked closely with the 3 stakeholders to build a robust research methodology to meet the different needs of each of the NPD partners.

iReach Methodology

iReach created an online survey to test the NPD concept and used a target sample of likely purchasers of this new product category in Ireland. Using our Consumer Decisions Research Panel, we were able to pre-screen likely respondents based on gender, age and working status to target a representative sample model and to ensure a close match of the target research respondents for this new project nationwide to targeted customer shoppers.

The project needed to be completed within 2 weeks from questionnaire sign-off to final reporting, so an online survey proved to be the most efficient and cost effective approach and allowed us to deliver the key 'top line' insights within 1 week and full analysis within 2 weeks of go-live.

As part of the survey, we also tested consumer preferences for product packaging and overall branding by imbedding rich media within the survey which represented the different options for this new product.



Project Summary

Quantitative survey using a targeted nationwide sample based on Gender, Age and Working Status. Using the iReach Consumer Decisions Research Panel, we pre-screened respondents to meet target consumer market for this new product concept within a very tight timetable.

Insight through Innovation

Insight through Innovation defines our pioneering approach to Market Research. Through the use of new techniques and methodologies, we deliver insights illuminating marketing and brand opportunities. We uncover such opportunities through our unique combination of the best people, best technologies and best research practices to guide sharper decisions.

