Manor Farm Creative Testing
Case Study

Project Background – Chicken Mince

The purpose of the research for Manor Farm was to inform on the brand awareness of Manor Farm, shopping habits, attitudes to chicken, chicken mince usage and cooking amongst primary shoppers and home cooks in Ireland.

As part of the research process, Manor Farm also needed advertising concept testing with the launch of new Manor Farm chicken fillet mince products, to understand the opinions of their target market to the new ad creatives and evaluate the use of celebrity chef and daily recipes.

iReach Methodology

To cover the wide range of key topics with each target group within time frame, we determined the best methodology for the research would be an Innovation Workshop.

An Innovation Workshop is where 3 mini groups of 5 participants each, rotate across 3 moderated pods, with a different key topic being discussed at each pod. At the end a group discussion is had amongst the three separate groups with a 4th moderator engaging with everyone in an 'all group' discussion. Those who participated were handpicked and recruited to ensure that they will be highly engaging and meet the different target audiences and profiling requirements. The following three groups were identified as the target audience; Families, Fitness and Millennials that cook with chicken on a regular basis.

iReach Insights

iReach is a full Marketing and Research Agency, across all research disciplines and methodologies.

iReach Insights is the only agency in Ireland to have built our own research panels of 40,000 adult consumers and 9,000 business decision makers in ROI and NI. These exclusive iReach panels allow us to maximise value for our clients across all research methods to deliver deeper insights from better research.

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