

## Real Foodie Insight

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Great British Chefs regularly runs surveys to give brands the insight they need to tailor their messaging to a foodie community. We believe that truly understanding your audience is fundamental to developing a message that will engage your target.

With over 8 million foodies visiting our websites a year, we have used this traffic to collect over 50,000 responses and gained insight into a wide range of categories including cocktail consumption, rice cooking habits, pasta consumption, appliance ownership and usage.

We regularly look at the following metrics for brand partners: category dynamics (e.g. usage and frequency); brand purchasing behaviour (e.g. frequency and penetration); key brand equity measures; concept testing (e.g. packaging, product, positioning)

### *Sarson's & Pickling*

#### Category purchasing and frequency

We helped Sarson's understand which vinegars were in our audiences homes (e.g. malt, distilled, cider, rice, sherry, pickling vinegar etc) and how often they were purchased. Our foodie audience revealed a number of new insights that challenged historical views.

#### Brand Equity

We asked our audience how they perceived Sarson's as a brand and got a measure on prompted and unprompted brand awareness. Working with the brand team, we developed a list of words (e.g. traditional, innovative etc) that represented the Sarson's brand vision. We were able to show how the brand performed against these metrics.

#### Category Usage

We dug into how often our audience pickle, a key volume opportunity for Sarson's. We uncovered that our audience are really into pickling, pickle more frequently than expected and pickle a wide variety of ingredients.

#### Outcome

The insight we gained from this campaign helped us shape our marketing campaign for Sarson's that delivered very strong results from both an engagement and brand building perspective.

