

Rosina Foods uncovers quick, personalized insights for their end client with TapResearch's Market Insights solution.



THE SITUATION

Rosina Foods is an Italian frozen specialty foods company known for its meatballs and pasta. They sell their products both to consumer retailers and foodservice companies.

Rosina Foods wants to ensure that they are continuously on the pulse of new trends and innovations in the food industry. In order to be agile and quickly answer questions that come up from clients and internal team stakeholders, they needed an easy-to-use solution where they could access a rapid pulse on consumers' opinions.



FOOD PRODUCTION

250+ EMPLOYEES

LOCATION, USA

WWW.ROSINA.COM

THE CHALLENGE

A national food service company that utilizes Rosina Foods products reached out requesting more information on their meatball category. Rosina Food does extensive research on this category, and they were looking to grow their knowledge around 'meatless' and 'alternative protein' trends.

To answer the national food service company's request, Rosina Foods needed a quick and affordable solution to get personalized and relevant insights from consumers.

THE SOLUTION

The Rosina team turned to TapResearch's Market Insights platform that provides a user-friendly survey builder connected with direct access TapResearch's Audience Network, giving them instant access to millions of consumers. TapResearch's Market Insights solution offers a fast, affordable solution for collecting high quality data from everyday people.

Using TapResearch's Market Insights solution, Rosina Foods was able to present consumers with images and descriptions of a product concept that could be sold at this food service company or one of their competitors. With TapResearch's intuitive survey tool, Rosina Foods was able to ask questions from consumers around purchase intent, purchase frequency, where they would expect to purchase this prototype, and their opinion on unique aspects of the product concept.

THE ROSINA FOODS TEAM CITED THREE REASONS FOR CHOOSING TAPRESEARCH'S MARKET INSIGHTS SOLUTION:

DELIVERY SPEED

With real-time access to TapResearch's robust Audience Network of more than 3 million respondents a month, Rosina Food was able to give deliverables to their end-client in a matter of days.

LOWER COST

Given the affordable pricing of TapResearch's Market Insights tool, Rosina Food was able to achieve unparalleled data volume at a fraction of the cost compared to other solutions.

EASE OF USE




With TapResearch's convenient survey tool, Rosina Food was able to easily analyze their data, with granular access to TapResearch's respondent demographics within the Market Insights Platform.

"I trust TapResearch's sample methodology — looking at the mobile usage it is clear that it's the new way of getting insights. The traditional panel with professional survey takers is antiquated. Some might think twice about sample coming from mobile games, but mobile has incredible reach and demographics — it's not limited. It is 2021 and that's just how people are going to be answering questions - it is how you will get respondents' attention."

Joshua Lankford, Marketing Insights Analyst

THE RESULTS

TapResearch's Market Insights solution enabled Rosina Foods to get immediate highly reliable insights from direct consumers.

-  Rosina Foods was able to provide their customers with a quick understanding of how meatless meatballs were perceived by consumers. Therefore, establishing themselves as a brand that is tapped into cutting-edge trends in the industry.
-  With an all-in-one survey software and audience network tool, Rosina Foods was able to build, field, and analyze their insights at a fraction of the cost, labor, and time.
-  With a budget-friendly research solution, Rosina Foods was able to tailor its insights to their end client. Rosina Foods impressed their foodservice customers with a demonstration of the customer segment that would want to buy the product prototype from their specific company.

Through TapResearch's Market Insights tool, Rosina Food established itself as an innovative force to their end client. When looking to quickly answer their client's questions with a limited timeline and budget Rosina Food knows they can rely on TapResearch.

About TapResearch

TapResearch is a leading global insights platform empowering any company to access critical market insights to make better decisions. Our Audience Network connects tens of millions of people with surveys in the apps and games they use every day. Through this network we deliver unprecedented reach, and are quickly becoming the data collection backbone for the research industry. We partner with leading publishers to offer rewarded experiences to millions of mobile users worldwide, collecting high-value insights with unprecedented ease, speed, and affordability. **Learn more at www.tapresearch.com.**