



CASE STUDY: KRAFT USES TOLUNA DATA TO INFORM BRAND PURPOSE

BUSINESS CHALLENGE

Kraft's goal was to develop a groundbreaking campaign that resonated with parents, and provided a sense of the company's overall brand promise.

SOLUTION

- Toluna provided Kraft with the ability to not only survey parents, but also to survey kids between November 21 – 25 and more than 1,000 parents and 1,000 children aged 8 – 17 years old across the U.S.
- Respondents were asked about their feelings toward family, togetherness and mealtimes.
- The survey results were delivered in the form of an infographic to Kraft and highlighted the differences between what parents feel they are doing, and how kids feel about parents.

IMPACT

“Parents put a lot of pressure on themselves believing there is a perfect, or right, way to family. The reality is there are a billion ways to #FamilyGreatly, and your way, if it's done with love and conviction, is the best way.”

Anne Field, Director of Brand Building for Kraft

Industry: Food and Beverages

Client Profile/Background:

Kraft has served American families for over 100 years with foods that fit their lifestyle and how they family and for the first time ever wanted to create a brand campaign for the suite of Kraft products.

For the first time ever, Kraft brought its family of products together to speak with a unified purpose to support today's modern families. Kraft used Toluna to study the pressures parents face today, and found that 8 out of 10 parents feel they are under too much pressure to be "perfect." The results of this study were used to fuel Kraft's campaign.

Kraft believes parents don't have to be perfect to be great... and their kids agree: "4 out of 5 kids would rather have a great parent than a perfect one". Through the brand's new #FamilyGreatly campaign, Kraft shows there is no one right way to family as long as people do it with love and conviction.

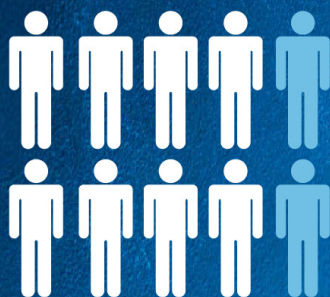
Kraft shines a light on the lives of real families throughout the campaign, starting with a powerful new video that raises awareness of the pressures parents face. In a surprise twist, it shows these real parents that no matter what, in their kids' eyes, they're better than perfect because they're great.

Client: Kraft



CASE STUDY: KRAFT USES TOLUNA DATA TO INFORM ITS BRAND PURPOSE. TOLUNA DATA WAS USED TO CREATE A NEW, TRANSFORMATIONAL SERIES OF PRINT, SOCIAL AND VIDEO BRAND ADVERTISING #FAMILYGREATLY

Parents and children's feelings about each other

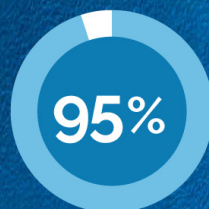


8 out of 10
parents feel
pressure to
be perfect

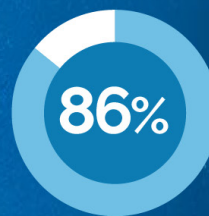


4 out of 5 kids
say they'd rather
have a 'great'
parent than a
perfect one

How do parents feel about how to "family"



95 percent of
parents think
everyone should
be able to "family"
in the best way
they know how, as
long as they do it
with love and
conviction



Although no family is alike, 86
percent of parents agree that
"how we family is great"

Mealtime brings family together

An overwhelming
majority of parents
(78%) and kids (80%)
believe meal time
brings their family
closer together

Parents



Children



The survey was conducted between November 21- 25, 2017 on behalf
of Kraft Heinz by Toluna, a leading digital global insights firm.

Toluna
In touch with people