

CLIENT SUCCESS STORY

Hero



**quantilope is a key enabler
for new methods and tools
for us**

quantilope

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International companies must master a balancing act. On the one hand, they have to implement multinational strategies, and on the other hand, they have to take local conditions into account. This is even more true for food companies such as Hero Group, which specializes in fruit products, baby food and cereal bars. After all, nutrition, eating habits and tastes are strongly influenced by regional and cultural factors.

This background explains why Alexis Vermeulen is a master of this balancing act. As Head of Insights Management at Hero, Vermeulen is faced with the task of standardizing market research at the Group, which is represented worldwide by brands such as Schwartau, Organix, Beech-Nut and Semper, and aligning it with the goal of being consumer centric.



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The right mix of do-it-yourself and support

For the Hero manager, the most important thing is to establish the same high standards for market research in all the various country teams. Vermeulen and his team at the Swiss headquarters have been relying on the Insight Automation platform from quantilope since 2020. "We can operate the tool ourselves, integrate our own panels into the platform if necessary, and receive high-quality results - and support from quantilope if needed," Alexis Vermeulen sums it up.

"It's about a common understanding and approach."

In many cases, work was done in silos, and there was little exchange between the international teams on market research issues, says the insights expert. It became clear very quickly for him that common tools were needed to be able to talk about the same topics, to efficiently solve recurring questions and tasks, and to build a deep, shared understanding of consumers. Since quantilope's Insight Automation platform had already been used successfully by Hero in Germany for market research projects for the Schwartau brand, Vermeulen decided to adopt it for multinational projects as well.



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quantilope increases both method and technology knowledge

The quantilope platform not only provides him with a well-stocked toolbox full of methods for a wide range of challenges. "The quantilope team of experts also support us at all levels and increase the method and technology knowledge of the international teams. It also inspires us to break new ground and try out new methods," explains Alexis Vermeulen. Working with quantilope and the internal exchange about questions and approaches leads to upskilling of all participants and a higher quality of immediate market research results.

In the first year, Hero conducted around 20 multinational market research studies with quantilope, using a wide range of methods - from MaxDiff and segmentation to A/B testing and the implicit Single Association Test (SAT).



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Twice as fast and better results - for half the cost

According to the Hero manager, the changes to the company's processes are still in the early stages. But he is already seeing success on his new market research path with the Insight Automation platform, and cites a few examples: "Based on study results we obtained with quantilope about consumer needs, we were able to develop an international category strategy. Furthermore, despite a very small budget, we were able to conduct a study on baby food with the team in Spain, which would not have been possible otherwise." Alexis Vermeulen also uses another example to underscore the significant cost-benefit of the quantilope platform for Hero. For example, a brand health tracker study for baby food in the Netherlands was implemented in just three weeks instead of the traditional six to eight weeks, "for half the cost," Vermeulen is pleased to report.

Processes and innovations are pushed with quantilope

For the market researcher, it is a huge plus that studies can be carried out so much faster thanks to the standardization and cooperative collaboration on the quantilope platform. However, this would be of little value if the quality wasn't right, Vermeulen emphasizes. While internal stakeholders would "basically prefer to have the results yesterday," it is only because quantilope also delivers high-quality results that informed decisions are possible, he says. "quantilope helps us to launch better innovations faster and to align our category strategies precisely with consumer preferences, needs, and habits over the next three years," explains Alexis Vermeulen.

This brings him significantly closer to his consumer-centric goal. And he also considers it a success that the country teams have accepted Hero's new insight management approach so well and are increasingly asking for its support.





THE INSIGHTS AUTOMATION PLATFORM