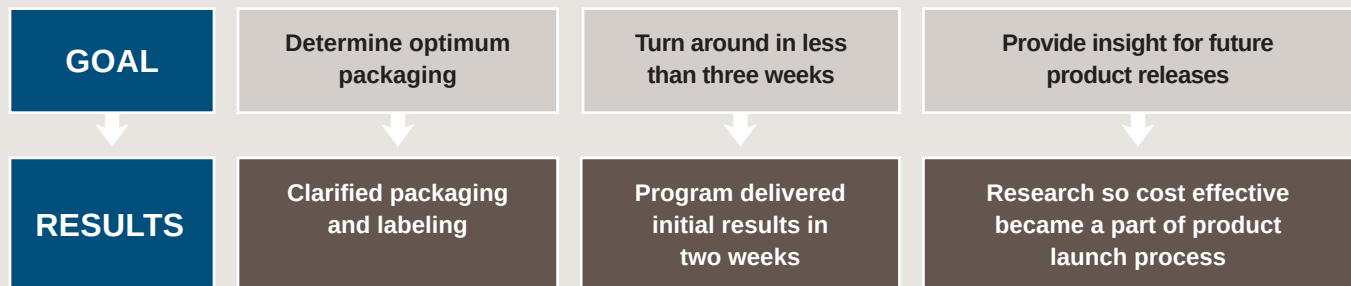


# Pilgrim's

Pilgrim's partners with Market Force for product development insights



## KEY RESULTS



**W**HEN CONSUMERS WALK A GROCERY RETAILER'S AISLES, they are confronted with a myriad of choices. Hundreds of thousands of products compete for a piece of the consumer's shopping budget. What captures their attention at the point of sale? What labels do they look for—and do they understand the definitions and terms?

Pilgrim's Pride turned to Market Force Information® research to help them learn the answers to these questions. Pilgrim's is the second-largest chicken producer in the world, with operations in the United States, Mexico and Puerto Rico. This company employs 41,000, and has the capacity to process more than 38 million birds per week—or more than 10.3 billion pounds of chicken annually.

Pilgrim's challenged Market Force to deliver timely, cost-effective market research about specific packaging and labeling questions for their fresh and frozen chicken products. The research not only assisted in package development, but also helped them forge valuable relationships with retailers.

To test the appeal of proposed new packaging, Pilgrim's wanted consumers' viewpoints on its chicken packaging options, as well as how these packages might fare against competitive packaging in the grocer case.



**PANEL RESEARCH DELIVERED: TWO WEEKS TO INSIGHTS**

Through its panel research service, Market Force designed a study that used a robust sampling methodology coupled with a questionnaire designed to eliminate potential biases from order effects (how the order of study questions impacts responses). The results showed which package was preferred, why it was preferred and how well it would fare against competitive packaging. The research took less than two weeks to complete—fulfilling Pilgrim's need to meet tight market deadlines.

Panel research has since become a part of Pilgrim's product development process. Market Force works with Pilgrim's to develop the sampling methodology, specify respondent requirements in particular geographies and develop questionnaires. The emphasis on a sound methodology is key: Decision-makers and retail partners scrutinize the research, and a robust design mitigates concerns about results, especially when there are surprises.

This laser focus on an informed product development process has helped Pilgrim's redesign its complete line of frozen chicken products. Pilgrim's will continue to use panel research as a component of product development to continue to increase consumer awareness and capture wallet share.

**KEY BENEFITS**

- Have identified packaging and label preferences for major product releases as Pilgrim's develops leadership in new product innovation
- Clarified major drivers of purchasing decisions based on key labels and used this information to negotiate packaging and space with a major retailer

**DRIVING RESULTS**

"Panel research is the solution we sought and could not find elsewhere in the market. Previous solutions were far too slow for the pace of our business and not cost-efficient. The value for us is expert survey research with quick turn-around times—and that helps us get to market more quickly with the right packages and labels." - Andy Seymour, *SVP Marketing*

**Customer**

Pilgrim's, the second largest chicken producer in the world with net annual sales of over \$8 billion.

**Challenge**

Create market research programs that provide fast, accurate results. Turn-around time is key to product release schedules.

**Solution**

Pilgrim's chose panel research provided by Market Force that taps into over 400,000 consumers.



**Thought Leadership**

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