

## CASE STUDY

*identifying opportunity through custom research*

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### **ENFOQUE Step Two: *Explore Case Study***

#### ***The Issue:***

A manufacturer of a food product common among Hispanics had successful distribution and sales among Hispanics on the West Coast and Central United States, yet the company wanted to identify additional opportunities in other areas of the United States and in other market segments.

#### ***Solution:***

MRSI developed a quantitative research program designed to Explore opportunities for the client among Hispanics as well as the general market. Research focused on assessing different products being used now and obtaining reactions to different product concepts. The research also considered effects of acculturation on usage and product appeal, something the client had not even considered.

#### ***Business Implication:***

The research identified specific products and messages that should be incorporated into the client's advertising. Specifically, MRSI determined the best positioning was to leverage a key ingredient used to manufacture the product. Consumers were familiar with this ingredient and it communicated authenticity - a critical attribute. Moreover, using trend secondary data provided by the client, we recommended a product line enabling them to lead the trend.

For more information, contact us at **513-579-1555** or visit [www.mrsi.com](http://www.mrsi.com) today.