

CASE STUDY



TESTING THE MARKET FOR MRS MAC'S

Mrs Mac's is a trusted, iconic WA brand; a clear market leader in pastries.

In 2014, Mrs Mac's wanted to ensure that their product offer still met the needs of an ever-changing and dynamic market in terms of product delivery and storage requirements.

Mrs Mac's were faced with limited time and resources to make their important decision. They commissioned Perceptive Marketing to undertake an urgent research project to provide Mrs Mac's the knowledge and insight they needed.

Perceptive Marketing developed an online survey to be administered by Mrs Mac's Sales Representatives during their

regular visits. A representative proportion of small, medium and large trade customers were surveyed with data recorded on iPads. In addition, a Perceptive Marketing senior consultant conducted an in-depth interview with Mrs Mac's most significant trade partner.

It was clearly evident based on both qualitative and quantitative results that although the market had changed, that the current offer still met the market needs. The solid, quantifiable evidence provided by Perceptive Marketing enabled Mrs Mac's to proceed with confidence in making decisions on their product offer, based on strong unequivocal data.

