



CASE STUDY USING MARKET RESEARCH AUTOMATION TO BUILD A NEW CONSUMER INDEX

The Fishin' Company

Established in 2002, The Fishin' Company was built on the principles of supplying the highest quality products at the lowest prices possible, while also providing excellent customer service. Today, the Fishin' Company is the largest importer of tilapia in the world and one of the largest importers of frozen fish, with offices and processing sites located around the world. The Fishin' Company supplies many of the largest retailers and food service companies in the world. They offer both private label and Fishin' branded packaging options.



CHALLENGE:

Although Fishin' Co was able to easily find research on how many pounds of seafood are farmed, caught, and consumed on a yearly basis, they found it difficult to find research that went beyond that. Since, the seafood industry is still at an early stage of building consumer insights and profiles, it was realized that Fishin' Co needed to rely on third party organizations for consumer insights.

They found it to be challenging to find consumer insights that were able to be tailored to their specific needs and the needs of their partners. The major challenge being, that the data simply did not exist. Which thus meant that without having consistent data over time, it was difficult for them to track long term trends.

Previously, Fishin' Co had conducted small, customer research studies with other resources available to them. They had found that even with their sample sizes being small and the research limited, they had a significant amount of interest from their customers and industry partners.

SOLUTION:

With continued requests for more seafood consumer insights, Fishin' Co was challenged to build a consumer insight portfolio through an ongoing monthly consumer tracker, later to be named the 'Seafood Consumer Index.'

"Being in a commodity industry, we knew we had to find a great partner who would work for us from the pricing standpoint. After talking with AYTM and fully understanding their platform and their pricing model, we knew they were the right partner for us. With their DIY platform it was easy for us to create a study that could be tailored to our need." Kristina Arge, Fishin' Co Category Analyst.

AYTM's assisted DIY team was able to work with Fishin' Co to build a tracking study that easily targets frozen seafood consumers and is able to be launched with little effort by their team with a limited ongoing budget.

From there, Fishin' Co was able to continue to clone and launch their survey themselves in order to establish the tracking system in a matter of minutes, not hours or days.

RESULTS:

The data provided by the survey helped Fishin' Co better understand the seafood consumer by locating taste profiles geographically, purchasing habits by demographics and more.

By creating the 'Seafood Consumer Index', Fishin' Co has been able to offer their retail partners a better understanding of what their consumers' true desires and concerns were as shoppers. It has also given Fishin' Co insight into market gaps and opportunities that were difficult to find using only POS data. They are now able to stand apart from their competitors as leaders in a commodity industry.

By using AYTM's DIY survey and automation platform to accomplish their goals they also maintain complete control over their data and tracker while staying within budget easily.



+1 (415) 364-8601 support@aytm.com www.aytm.com

