

Case Study: Frozen Dinner Product

# Conversation research for content strategy

## Problem

A frozen food product looking to set themselves apart from competitors in social engagement turned to conversation research for insights. CRI's team analyzed conversations of their target consumer — health conscious, active moms — searching for insights to fuel social content recommendations.

Reviewing conversations about dinner over time, CRI noticed overall sentiment plummeted in August. Deeper analysis showed that active and health conscious moms were very negative about having to fix dinner during this time of year because it was

back-to-school time when the family was in flux adjusting and dinner was suddenly a hard problem to solve.

## Solution

Fueled by this new information the frozen food product, CRI's team recommended a content marketing campaign during the month of August to focus on the product benefits of quick, easy, healthy meals.

## Results

Plugging into the active mom's mindset during this busy time with a reminder that the product offered her a solution increases the brand's mindshare, separates them from competitors not armed with this insight and drives more sales.

