



FIORUCCI GAINS RAPID INSIGHTS FROM AN OWNED PANEL OF REAL CUSTOMERS TO INFORM KEY BUSINESS DECISIONS

THE CHALLENGE

Fiorucci is an authentic Italian meat brand backed by over 160 years of experience stemming from the passion and innovation of one Italian family. Ushering the brand into the future, Fiorucci was looking to connect and resonate with millennial kitchen creatives and crowd pleasers who enjoy cooking, entertaining, and putting together meals with the true taste of Italy.

Fiorucci needed better ways to gain rapid insights from their own true customers at scale in order to power their business and marketing decisions. Using Crowdly, Fiorucci is better activating and engaging with their brand advocates and connecting with millennial kitchen creatives for feedback and insights as they continue to grow their brand authentically.

MILLENNIALS ARE A MUST FOR FOOD BRANDS

Over half of 18-34-year-olds say they do all or most of the food prep in their home.



As a brand, quality means everything to us. We know that ingredients matter. We wanted to make sure we were building a research panel with quality people – real customers who reflect our target buyers and key personas. This allowed us to have confidence in the data and have informed insights that we couldn't get with random paid panelists.

Stephen Docherty, Marketing Analyst at Fiorucci Foods

The Fiorucci Insiders program activates the Fiorucci Insiders around 3 key pillars

1. IHUT sampling & feedback to understand consumer opinions on products in the pipeline
2. Concept & creative testing for real time feedback on potential marketing campaigns and ads
3. Shopping habits & retailer adoption to understand consumers' shopping habits to increase retailer adoption and gain shelf space



THE APPROACH

Fiorucci launched the Fiorucci Insiders program, a white-labeled hub, with a rotating set of Missions and surveys to engage the Insiders to participate in sampling programs, take surveys, create and share content and more from a robust library of ready-to-launch templates. Leveraging the robust segmentation and marketing automation engine inside the platform, Fiorucci is able to easily reactivate their always growing base with new Missions as they go live, and through set-and-forget sequences keep participants engaged and timely as they grow with the brand.

THROUGH MARKET RESEARCH WITH THIS INSIDERS BASE, FIORUCCI IS:

Understanding consumer opinions on products in the pipeline - Using Crowdly's customer-powered insights platform, Fiorucci is able to understand consumers' immediate reactions to products in the pipeline in order to stop production or move forward with new innovations. By engaging their own real customers, Fiorucci can get new products into the hands of their biggest fans.

Generating real time feedback within concept and creative testing - Fiorucci is able to understand its brand fan preferences for content style themes in social media to better gear its social channels to its target audience.

Learning consumers' shopping habits - With Crowdly's survey capabilities, Fiorucci can gather data from consumers to prove retailer and product preferences to earn more shelf space.

THE RESULTS



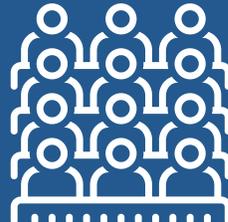
7,250
Survey
Completions



70%
Avg Survey
Conversion Rate



88%
Positive Impact
on Buying Habits



8,000+
Opt-ins for
Ongoing Research



We want our customers to love what we stand for. Our brand is where history meets innovation. We want to make sure we provide for our consumers now and in the future, whether it's a second or third generation customer who has grown up loving Fiorucci, or a wave of new younger customers that have started confidently cooking in droves and find Fiorucci relevant to their lives.

Stephen Docherty, Marketing Analyst at Fiorucci Foods