

When consumers discover products that reliably perform for them, they bring these products into their lives again and again

See how innovation can bring short-term excitement and new news to the fast-food category and drive long-term in-market success



APPROACH

Quali-crea reinvents co-creation and ethno-observation methods and mixes consumers and stakeholders for rapid results

- Rethinking traditional co-creation and ethno-observation methods and makes them more visual, intuitive and rapid



Concentrated creativity sessions with in-house teams



Very creative and projective focus groups with key target consumers

- With a structured approach, the desired new burger was conceived, created and delivered to an ultra-tight schedule
- Bringing key client stakeholders, with their needs, desires and knowledge, along throughout the process ensured they bought into the output to facilitate implementation



RESULTS



- **The client** successfully launched a generous, tempting burger in less than 1 month
- It fully met the objectives of the brief and has proven itself with **in-market success**
- The burger has since been launched internationally, with the same core positioning and a product adapted to the taste of the country to ensure its irresistibility

Together, we created a successful signature burger which embodies the brand

A regular, everyday burger that is so irresistible, appealing and tasty it is becoming the go-to choice for core customers and draw in customers from competitors

Implemented internationally with success

The team were provided with a **Book of Creativity**. The book gave explanations of all the techniques used: highly applicable techniques, the teams had already experienced and can take forward to meet future needs

OBJECTIVES

- The aim was to create a strong basic, simple but unforgettable burger fully associated to the brand expertise and visually recognisable
 - ✓ Create a tempting new burger concept
 - ✓ Drive innovation and premiumisation for the brand
 - ✓ Ensure longevity and drive repeat visits and so market success
- From start to launch in 1 month

Within one month, create and launch a signature burger that is visually distinctive with the power to keep customers coming back for more