



# Breakfast Behaviors Breakdown

Week-long breakfast diary + in-depth video interviews to gain a contextual understanding of how COVID-19 is changing consumers' mornings/breakfasts and uncover early indicators of recessionary behaviors as they relate to the category.

Research revealed key drivers and barriers to consumption, helping Tyson support innovation and messaging across both their retail and foodservice business units.

**500+**

Photo & video artifacts for morning meals over the course of week-long diary

**35 IDIs**

Professionally moderated in-depth-interviews to uncover the 'why' behind behaviors observed

Click Here To See an Overview

PW = Reach333

