



CASE STUDY

National QSR leverages targeted social media recruitment to engage a super niche audience and understand barriers to growth

Use cases

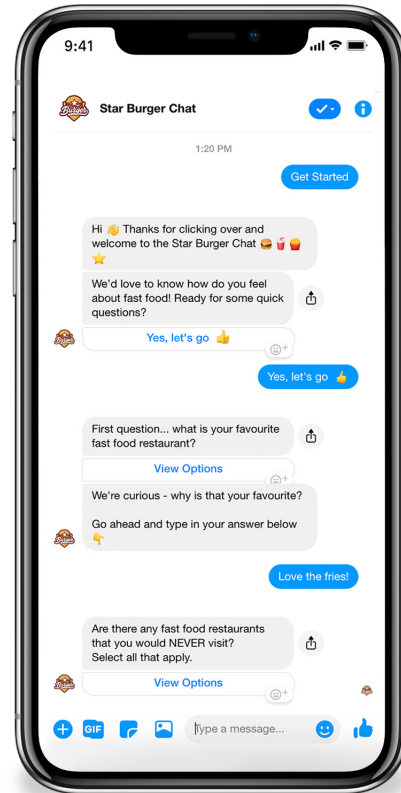
- Marketing effectiveness
- Millennial and Gen Z research
- Video collection for qualitative research
- Social media recruitment
- Hard-to-reach group recruitment

Business problem

A fast-food chain was enjoying rapid growth nationally except in two regions of the country. The company wanted to understand consumers in these regions to uncover barriers to sales growth. In particular, the company was interested in engaging Gen Zs, millennials and new parents in rural areas to learn what's stopping them from visiting the chain's restaurants. But given how niche these audiences were, traditional panels could not deliver sample in the targets.

Solution

The company used Rival's Chat Lab platform to reach relevant target audiences through a mix of social media advertising and traditional recruitment sources. A series of conversational chat surveys ("chats") via Facebook Messenger and SMS helped the chain's market research agency test and validate with hundreds of consumers perceptions and attitudes toward the brand. Respondents also provided feedback about the company's ads and other marketing efforts. Insights from the study will help shape the fast-food chain's positioning and messaging as it looks for new areas of growth.



Key outcomes

952 millennials and Gen Z consumers from rural areas recruited within a few days

48-hour turnaround time for projects capturing actionable insights on brand perception, product feedback, customer experience and more

50 - 70% response rates

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