

orchard



CASE STUDY

Testing in the wild with Eggland's Best

How Orchard and Eggland's Best partnered to **6x ad recall lift** and **grow new buyers by 30% in eRetail**



Orchard's in the wild testing is a modern approach to market research that leaves traditional methods behind

Orchard partnered with Eggland's Best to identify the most compelling product positioning strategies and creative concepts that would resonate with egg consumers. We used our research methodology to isolate variables like product visuals, themes, and messaging to determine what would drive optimal interest and engagement.



Eggs are incredibly versatile and almost anyone can enjoy them. **Orchard was the perfect partner to help Eggland's Best understand how to efficiently reach the right consumer with the right message.**

Matt Seubert
Director of Digital Marketing

Insights



Consumers prioritize convenience



Cooked food visuals draw the most attention



Seamless integration into routines is essential

The results

700 MM+
Impressions¹

600 M+
Digital Shopping Moments²

+43%
Increase in Clickthrough Rate³

5.6 x
Increase in Ad Recall Lift⁴

31%
New Buyers in Leading eRetail⁵

Sources: 1 L6mo Impressions (DigitalxLinear)
2 EB Tagged media Jan-Mar 2024

3 Jan 2024 vs Fall 2023 Meta & Programmatic Blended
4 Meta Brand Lift Q1 2024 Study vs Q4 2023 Study

5 CommerceIQ Analytics at a Leading National Account/Platform

The outcome

Orchard's in the wild testing provided Egglard's Best with a clear strategic roadmap to optimize their marketing efforts and expand their consumer base.

By pinpointing what resonated most powerfully with their target audiences, they could:

- 1 **Refine their entire marketing funnel** with high-performing content that they know speaks to the right benefits that resonate with all their key audience segments.
- 2 **Confidently tailor their messaging** to expand reach across key audience segments and cater to the distinct needs of unique audience segments.
- 3 **Back up their marketing decisions** with quantifiable performance data and validated strategies for scaling high-impact campaigns and creative directions.

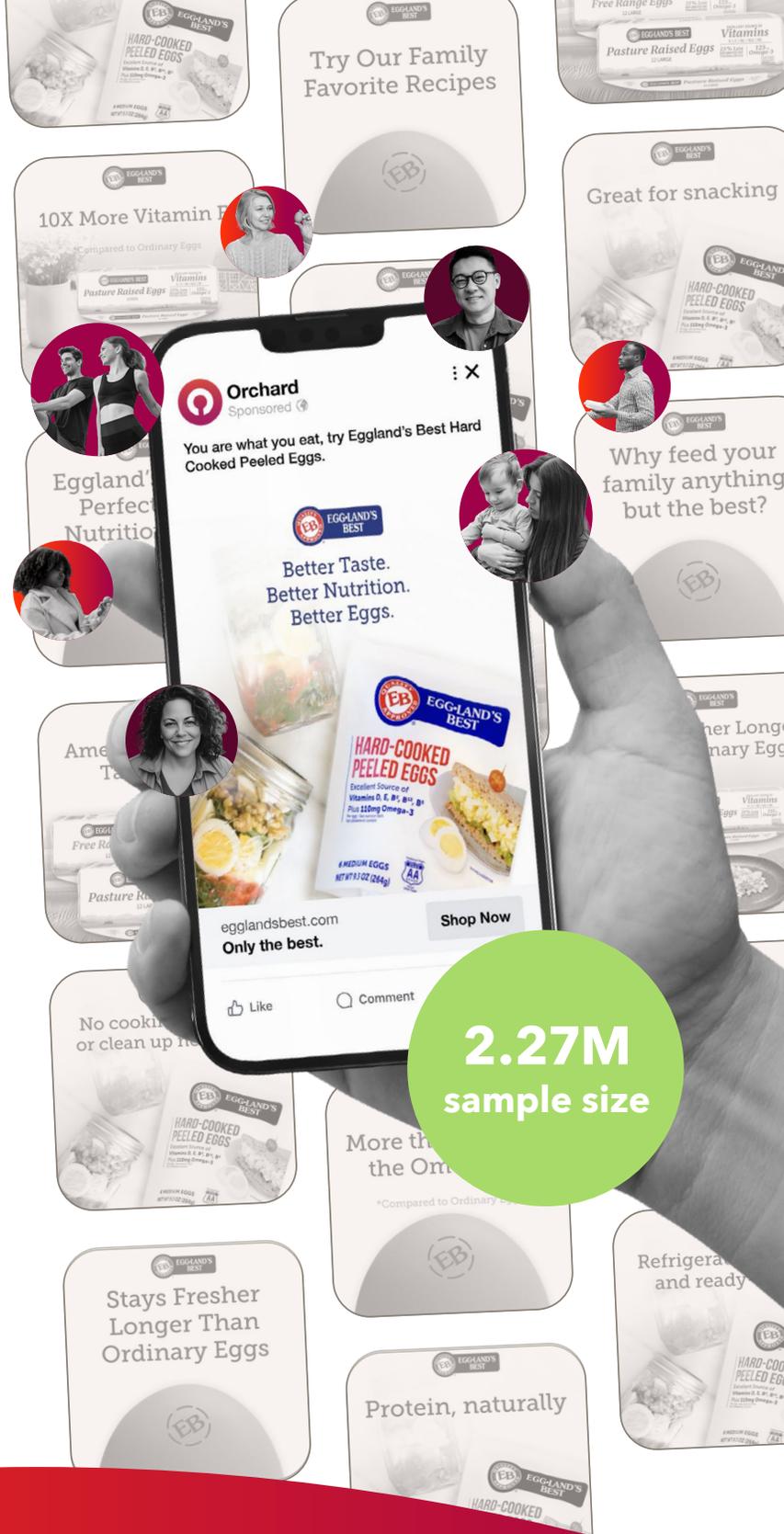


We use the learnings from our studies together as the starting point for nearly all of our digital creative!

Matt Seubert

Director of Digital Marketing

With data-driven insights from real-world consumer behavior, Egglard's Best could proceed with confidence to expand their consumer base by serving the right message at the right time.



Ready to unlock insights for your brand?

Get in touch today