



CO-RO A/S - manufacturer and marketer of fruit-based soft drinks

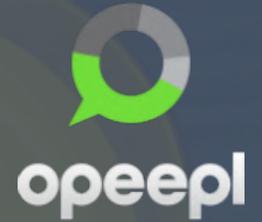
## Case Study 2020

Multi-Country Brand Tracking



opeepi

# Research Challenge: Sample Quality



CO-RO A/S is a leading supplier of high-quality fruit-based beverages and ice lollies, distributing their products in more than 80 countries in Europe, Middle East, Africa and Asia. They market regional power brands such as Sunquick, Suntop and Sun Lolly.

With most of their key markets being developing economies, CO-RO A/S faced the challenge of generating valid and representative consumer insights data from their panel-based brand trackers in countries like Kenya, Saudi Arabia, Iraq and Malaysia. It is essential for CO-RO A/S to track the entire population: not only the largest cities and high income groups, but also the lower income groups/rural population with minimal laptop/computer access.

## **MAIN TARGETS:**

- Obtain a more representative consumer sample
- Better access to consumers in rural areas

# The Solution

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20,000  
interviews  
per year

8 different  
languages

10 global  
markets

CO-RO A/S changed their tracking setup from being based on traditional panel sampling to a full setup with Opeepl's survey software and Dynamic sampling technology. This included re-thinking of the brand tracking in order to measure key metrics such as brand awareness, brand preference and category shopping behaviour more efficiently.

Today, CO-RO A/S runs the brand tracking in the 10 key markets of Saudi Arabia, Kenya, UAE, Oman, Kuwait, Bahrain, Malaysia, Sri Lanka, Iraq and Iran. The tracking setup is handled by Opeepl, ensuring representative demographical blend. Data is sampled using the exact same methodology across all markets, which guarantees 100% comparable results. A custom data export has been developed to accommodate an easy data transfer to CO-RO A/S internal dashboard.

# The Research

The tracking is run quarterly but sampled continuously through the Quarter to give the most realistic coverage. Each questionnaire includes 25-30 questions, most of which are fixed, however some are flexible to cover specific needs in relation to campaign activities, seasonality or the individual market. The questionnaire is translated into 8 languages with up to 3 different languages per country.

CO-RO A/S can follow the results live during the sampling and have an opportunity to download the data to their internal dashboard at any time. The tracking data is used for a KPI overview for CO-RO A/S management.



# The Implementation

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After evaluating the first tracking rounds, CO-RO A/S experienced a higher degree of correspondence between the tracking results and the reality in the individual markets. This was supported by a wider and more diverse respondent base which, to a higher degree, is representative of the different markets' populations. Today, the tracking data is a vital part of the management reporting, as a tool for spotting performance and development in key markets. In addition, the tracking data is used by the local sales organisations to optimise the market-approach and identify trends.

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*We have used OpeepI as our preferred provider of respondents since 2016 and we are very happy with the cooperation. OpeepI offers a better representation of the consumers in the markets we operate in and they are always very quick and flexible in meeting our research needs. In addition, they enable us to reach consumers in a very cost effective manner.*

*Erik Månsson  
Global Insight Manager  
CO-RO A/S*

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**CO-RO Foods Research Partner:**

*Erik Månsson  
Global Insight Manager  
CO-RO A/S*

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**Opeepl Research Partner:**

*Jesper Thor Bay-Calleesen  
Client Manager  
Opeepl*



# About Opeep

Opeep is a consumer insights tech company which provides clients with agile and automated insights worldwide. We are working with clients such as Danone, Ford and Nestlé.



## TRUE GLOBAL REACH



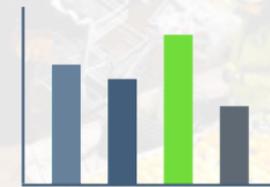
Get insights from consumers everywhere in the world. Our proprietary technology ensures a true global reach.

## MOBILE



Opeep's respondent interface is 100% mobile and ensures the best possible interaction with the respondent in their natural mobile habitat.

## INSTANT INSIGHTS



Instant delivery and live reporting gives you solid insights in hours increasing your decision velocity.