

# Brand Refresh

An Olson Zaltman case study in partnership with:



Founded at Harvard, we provide world-class research that drives some of the biggest brands today. **We specialize in accessing the authentic voice of the consumer** and delivering clarity to brands on their unique value proposition and positioning through our work with Deep Metaphors™.



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## Del Monte's Marketing Challenge:

In the US, sales of its canned fruits and vegetables had been **falling 5% per year.**

Perceptions of Del Monte's quality and nutritional value also **had declined.**

**Consumers no longer perceived a difference** between Del Monte and private label.



Our project goal was to **refresh the brand image**

## The Methodology

Phase 1

Our **patented** and **pioneered** methodology, the Zaltman Metaphor Elicitation Technique (ZMET), allows us to **go beyond the surface** and **illuminate the full complexity of the human mind.**



Phase 2

Implicit Association Tests (IAT) is the best in class methodology to **quantify the strength of associations** between a **brand and key drivers.**




Based upon insights from our ZMET **in-depth interviews**, we worked with Del Monte to **develop a TV/Print/Digital campaign** that we then used IAT to assess the **impact** of the different animatics.

## The Impact

Base **brand volume increased 8%** in the first six months of the campaign (following a 5% decline in the previous year).



**Brand equity**  metrics skyrocketed, **far exceeding the +20% goal.**

The campaign we created together won a **Bronze CASSIES Award** for **advertising effectiveness.**

