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How Luna Targeted The
Right Consumers
to Drive Sales & Get
Accurate Insights
For a New Product

“Being able to have this integrated marketing via a vast social network and sampling opportunity is such an advantage and really a great way for us to use our marketing dollars in a smart way”

~ Hazel Dagala
Luna Brand Manager at Clif Bar & Company

About CLIF Bar & Company



Since 1992, Clif Bar has been committed to offering a better tasting bar made with nutritious, wholesome ingredients to sustain energy. With a portfolio of great-tasting food crafted for athletes and active people, Clif Bar has become a category leader among health and lifestyle bars.



The Challenge

One of the premium brands from the CLIF Bar & Company is Luna Bar. “Many consumers may have been turned off that Luna wasn’t gluten-free or they didn’t know that Luna was gluten-free,” said Hazel Dagala, Luna Brand Manager.

The three challenges Luna Bar were trying to solve for the rebranding effort were:

01

Finding the right engaged consumers to help drive trial and increase gluten-free awareness

02

Cost-effectively collecting feedback/ research from a targeted audience

03

Increasing sales with consumers who are likely to buy again

Effective Trial & Build New Brand Message

Challenge #1

Drive Trial & Build New Brand Message

Luna's main goal for the new product launch was to drive trial and reposition their brand message. There are many programs and partnerships to get products in front of new consumers. For a successful execution, Luna needed to focus on partnerships that delivered the most value by getting their snack bars in front of customers who will help increase their brand awareness via referrals and social sharing.

"It's easy to pay to get your product in front of people – but if those aren't the right people, then they won't help elevate our brand," said Dagala. "We needed a partnership where our investment would reach far more people than just the original audience."

The Solution

Targeting an Audience Likely to Become Brand Advocates

By partnering with SnackNation Insights, Luna was able to introduce its snack bars to tens of thousands of SnackNation Insights' exclusive subscribers (Love With Food) who are highly active on social media, and who frequently spread the word about products they love.

"The fact that Love With Food is a food forward subscription box that comes directly to your door is awesome as Luna focuses on convenience. We know convenience drives trial. Love With Food also has a huge network in terms of social media and its audience is among the most engaged I've seen – far more active than the regular consumer", said Dagala.

"We were blown away by the tens of thousands of mentions and impressions we received on social media because Love With Food subscribers loved spreading the word to all of their followers and fans on social media. This is great, as we have been working hard to bring awareness to Luna in the social space for quite some time in the last 4 years. This partnership provided an enormous boost to our brand in less than 4 weeks."

Instant and Accurate Consumer Insights

Challenge #2

Cost-Effectively Collecting Accurate Feedback from Customers

Like any brand launching a new product to market, Luna was eager to receive feedback from consumers to help them optimize everything from packaging to branding.

“We neither have the budget for market analyses nor the luxury to take our time to form a focus group to collect feedback but we still have a huge need for actionable data,” said Dagala.

The Solution

Instant Consumer Feedback

SnackNation Insights’ model not only distributes product to engaged subscribers, but also incentivizes those subscribers to share their thoughts and opinions on the products they’ve received.



★★★★★ Based on 1984 ratings

“Being able to hear firsthand what people are thinking and first impressions of the product is super helpful. Nice to hear if we are on the right track in terms of taste, flavor profiles, sweetness, or the

fact that we are gluten free is affirming to the fact that we are moving in the right direction, but it’s also helpful to see what people don’t like. As we are thinking about the future of what Luna could be, it’s valuable to keep that feedback in mind as we formulate and reformulate and think about different ways in which Luna can promote ourselves or what it will taste like going forward,” said Dagala.

“The fact that SnackNation Insights’ community have time to sit and think about their feedback, versus when you are at events or a focus group where participants are doing a quick handoff and might not have the time to digest and think, we know we are able to get more accurate insights from SnackNation Insights.”

Increase Sales with The Right Audience

Challenge #3

Increase Sales

In addition to brand awareness, the core goal of any promotional campaign is to increase sales. And ideally, reach an audience that will continue to buy over time – not just a one-time purchase.

The Solution

Reaching an Audience Likely to Purchase Again

“We are very satisfied with the sales figure after this campaign. We review our numbers monthly, Luna is finally doing better than it was in past months.

So I’m confident that going gluten-free and driving trial via a subscription box has boosted revenue. This is also the reason why Luna continued to partner with SnackNation Insights at least once a quarter in 2015 and more in 2016”, said Dagala.

Mutual Success and Mutual Missions



Hazel Dagala
Luna Brand Manager at
Clif Bar and Company

By partnering with SnackNation Insights, Luna experienced significant benefits in terms of reaching its target audience, generating awareness and sales, and collecting actionable market research.

“SnackNation Insights is a one stop shop,” said Dagala. “These days, it’s no longer about the sampling, but it’s also about engaging with the consumers. The other key piece we love is Love With Food’s social mission, feeding hungry children. The fact that they go above and beyond to help the greater good of the community is super appealing. It shows that they aren’t just about the bottom line and that they are really thinking about how they can help and make an impact in people’s lives. That is similar to how Luna like to do business too, so finding that likeminded partner that really can

walk the walk and talk the talk is what drew me to SnackNation Insights”

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ABOUT SNACKNATION INSIGHTS

At SnackNation Insights, we help you reach and engage with the consumers that matter to you and get you fast, relevant and authentic insights throughout each stage of your product lifecycle . Whether it’s reaching a few hundred households or tens of thousands of households, our solution is able to get your idea or product in the hands of real people and get rapid feedback. It is our mission to help clients think faster, act faster, learn faster and make better consumer-driven decisions. For more information, visit SnackNationInsights.com or contact us at insights@snacknation.com.