



## Bush's Grillin' Beans used immersive research techniques to up their marketing game

Immersive Research

Behavioral Insights

Product Innovation



### The Need

InsightsNow partnered with the Bush's Grillin' Beans team to discover effective marketing and messaging to resonate with target audiences during the saturated television environment surrounding football season. Traditionally, Bush's employed the recognizable "Jay & Duke" commercial approach featuring the Bush's spokesperson and his dog. In order to boost messaging during game season, we looked at consumer "moments" to inform development of commercials, along the spokesperson theme, that would resonate deeply with the target.

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## The Process

Using immersive behavioral research techniques, we were able to uncover “moments”—moments that uncovered consumers’ beliefs, triggers, cues and motivations. Participants were recruited as brand loyalists and given activities to provide stories of product use through pictures, video and written accounts through an online moderated process. Using the information from these behaviors, we were able to identify “moments” to inform effective messaging surrounding Bush’s Grillin’ Beans for game day marketing.

## The Learnings

Through the research, we were able to discover that Bush’s brand loyalists have strong signals associated with chicken, beef and pork grilled foods. We also looked at game day routines among the respondent group so we could play off the routines in the media development.

## The Outcome

The insights we uncovered led to the development of the Bush’s Game Day “Are You Ready” commercial campaign, which was very successful for the company and the product. Bush’s learned they need to continually find new ways to innovate how people use beans. Turning out new product forms and flavors alone do not drive the business forward. Their success comes from positioning their products to specific moments all while maintaining their overall brand heritage.



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