



Insights that paint a picture

DUNN-EDWARDS USES AYTM TO TEST VALUE PROPOSITIONS WITH CONSUMERS

Picture this: a century-old paint giant, Dunn-Edwards is getting ready to unveil their brand new product line, Dunn-Edwards DURA. It's their debut in the consumer market and a great opportunity to make a splash. Their goal? To make choosing paint colors easier than ever—but before the launch, they needed to verify some of their educated assumptions about the space and make sure their value proposition was communicated effectively.



Challenge

- Dunn-Edwards wanted to successfully launch their new product line, Dunn-Edwards DURA, as their first foray into the consumer market
- They needed to pinpoint the best value propositions, taglines, and labels to appeal to their target audience and make the launch a success



Solution

- The team turned to aytm for the tools and expertise required to get the insights they needed, quickly and affordably
- The survey was fielded in just four days, getting the results to key stakeholders in time for an important pitch to a retailer



Results

- Dunn-Edwards gained valuable insights into the preferences and opinions of their target audience through the survey conducted by aytm



CHALLENGE



Standing out in a crowded market

Dunn-Edwards, a leader in the paint manufacturing world, was finally making its first foray into the consumer market with their latest creation: Dunn-Edwards DURA. This new product line would combine nearly 100 years of professional paint expertise with one-on-one color support, on-demand digital services, and a designer-curated color palette in order to solve the number one pain point in paint and shopping for it online: color.

After having spent so long in the industry, they knew that color was a huge pain point for consumers. The hope here was to ensure that the launch would be successful, and that customers would be interested in giving the new product a try. However, before the launch, they needed to verify that with consumers directly and determine the best messaging to communicate what made this new product so special.

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We had a lot of hunches. We've been doing color advising for more than 12 years and we're really the pioneers in that space but we wanted to dig deeper into customer needs and what can help us meet that unmet need. We did not want to go to market with something and have this huge investment without at least testing the waters with consumers first.”

– Lisa Kudukis, VP of Marketing and Innovation, Dunn-Edwards

Finding the perfect mix for consumers, fast

All ready to shake up the industry, Dunn-Edwards turned to aytm in order to conduct a survey and lift insights from potential customers. The study focused on the key features of the new product, testing different messages and label designs that speak to them. The survey was designed to gather information on customer preferences and opinions, as well as their likelihood of purchasing the new product.

“The study included testing different taglines, determining which features to prioritize, and even measuring the appeal of the label design. Internally we all had our own opinions on all of those things. The bottom line is that we put it in front of our target audience, they were ultimately the ones to decide.”

– Lisa Kudukis, VP of Marketing and Innovation, Dunn-Edwards





Brushing up on research with a helpful hand

The team at Dunn-Edwards knew what information they were after, but the path to uncovering those insights was unclear. They needed a partner with the right expertise to help guide them through these complex research methodologies in order to arrive at the best possible outcome. The experts on aytm's research team were ready and eager to help.

I am not a researcher by any stretch of the imagination. What's been great about working with aytm is just having that expertise at the other end of the line. I've sent many emails to the aytm team saying, 'This is what I'm going for, but I don't know how to get here. Can you give me some help?' And so it's either been advice, or it's been giving the entire project over to their research team, which has made me feel more confident knowing that I've got some expertise to lean on."

– Lisa Kudukis, VP of Marketing and Innovation, Dunn-Edwards

A fresh coat of insights

Through the survey conducted by aytm, Dunn-Edwards was able to gain valuable insights into the preferences and opinions of their target audience. The data collected from the survey helped the company to identify the value propositions and key features of the new product that were most important to customers.

“*The market research validated some of our hypotheses, but we were surprised by a few things too. We were able to use those insights to make some changes and some pivots in our plan. To have that information at your fingertips when you’re making decisions and just want to have some sort of data to validate the direction that you’re going and the ability to do that through aytm, and affordably as well, I think has been game-changing.*”

– Lisa Kudukis, VP of Marketing and Innovation, Dunn-Edwards





Let's work together

Are you looking for a market research partner you can trust? The experts at aytm can help you unlock the ability to discover quick, quality insights with the segmentation needed to understand your customers better. We're looking forward to speaking more with you!

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