



# Taste-testing fresh campaign messaging

## LITTLE LEAF FARMS USES AYTM TO TEST FIRST-EVER BRAND CAMPAIGN BEFORE LAUNCH

Little Leaf Farms is revolutionizing the packaged salad category, and for their first campaign, they needed something that would equally stand out and communicate what makes them truly special. They had the idea of making the everyday notes they get from their biggest fans the heart and soul of this first campaign’s message. They called them: Tastemonials. These heartfelt love letters from customers were sure to resonate with their target audience. But the savvy brand team at LLF knew that testing creative with real consumers is imperative to maximizing the impact of these assets—so they turned to aytm for the fresh insights needed to ensure their first advertising campaign was a smashing success.



## Objectives

- Get real consumer feedback on upcoming campaign messaging to ensure the campaign is well-received and to maximize campaign effectiveness



## Methods

- Show respondents 20 tastemonials and ask for likes and dislikes of each one
- Have respondents rank the 20 variations based on their preference



## Results

- In just 24 hours, the Little Leaf Farms team confirmed that the campaign was well received, impacted respondent’s likelihood to buy, and identified top-received variations to put ad budget behind



*We always thought we had a good idea that was going to perform well, but after running the study, we knew that we were launching a really strong campaign having tested it and gotten that feedback beforehand.”*

JEANNIE HANNIGAN, BRAND MANAGER, LITTLE LEAF FARMS





## A bountiful campaign with limited research resources

Lettuce is a particularly interesting industry that comes with a whole crop of unique challenges from production to distribution. That goes for marketing as well. After all, lettuce is seen as a commodity—so how do you make a packaged salad brand stand out among the competition?

It's a massive question—one that traditionally requires an equally massive research team to solve. But Little Leaf Farms isn't taking a traditional approach. In fact, the company has a fresh take on where the industry is headed, sprouting ideas that continue to turn heads throughout the sector.

There are no massive insights teams in this story—only massive curiosity. And in this case study, we'll talk with Jeannie Hannigan, Brand Manager who's drive and curiosity—with the help of aytm's platform—successfully led her to find answers, evolve ideas, and connect with the voice of consumer to the packaged salad brand's first-ever campaign before launch.





## A fan-tastic differentiator

Like many brands, Little Leaf Farms wanted to find the right advertising messaging that set them apart from the competition and made them stand out and be memorable. Now, there are many things that make Little Leaf Farms special, but one of those things that cannot be ignored is their fans. Knowing this, the brand decided to tap into those fans, using their own words in ad creative to spread the message of what makes this lettuce so special in such a crowded space.

“*One really unique thing about our brand is that people really love our lettuce. To the point that they call us, write us emails, send us social media messages every single day telling us how much they love it. So we took that positive feedback and we used it in our campaign.*”

– Jeannie Hannigan, Brand Manager, Little Leaf Farms

## Message testing made easy

Now that they had a solid idea for the campaign, they needed to be sure it was going to resonate. That meant narrowing down hundreds and hundreds of fan messages to find the ones that would maximize their investment and perform best with their target audience. To do that both quickly and efficiently, Jeannie turned to aytm to run a message testing study.

*“When we were in the creative process we worked with aytm to do a message testing study. We put forth our top 20 testimonials that we thought might make good ads, we showed them to packaged salad consumers in the Northeast, and we used their feedback to pare it down to top performers.”*

- Jeannie Hannigan, Brand Manager, Little Leaf Farms





## Let us dig up the results

Little Leaf Farms was able to confirm that the campaign would have a significant impact on consumer likelihood to purchase, and optimize ad spend accordingly. Fielded in just 24 hours, the results of the message testing study revealed the messages that were best received by consumers, allowing Jeannie to ditch those that didn't make the cut.

*Working with aytm and their agile market research platform has been really helpful to me as a marketer, because I now know that there are methods we can use that are very quick and efficient to get some of the really important information that we need. It doesn't always need to be a big five or six figure, two month long study. There are insights available for every budget and every level of experience.”*

– Jeannie Hannigan, Brand Manager, Little Leaf Farms



# Let's work together

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