



FACTS

- Client: Linkman/ Lacroix (Continental Foods)
- Media partner: het Nieuwsblad
- Ran from July until December 2015
- Online test on tasting and cooking, integrated in an interactive recipe platform
- Participants could benchmark their taste with the rest of the population and got feedback on their profile
- Every two weeks after taking the test, participants that has opted in received matching recipes made by a famous Chef, that were adapted to their profile
- Results could be shared via Facebook and Twitter
- URL: www.degrotesmaaktest.be.



THE CHALLENGE

How could Lacroix:

- 1) Raise awareness of a new, extra intense line of “Fonds” called “Touch of Taste”, complementing its traditional “Fonds”?
- 2) Raise sales of their products which is typically very seasonally based (high sales during the holiday season in December)?



APPROACH

- Linkman and iVOX teamed up with food expert Jerry De Winter to develop theoretical tasting profiles, based on ingredients that people like or not like to eat
- 1000 Belgians from the iVOX panel were questioned on their tasting preferences
- With factor and cluster analysis, we developed five different tasting profiles and an algorithm to predict the taste profile of people
- iVOX developed a Tinder-like swiping interactive questionnaire where people could easily answer 16 tasting dilemma's and find out their profile
- The questionnaire was the entrance to a platform about taste, where people could look for matching recipes and find out more on the Lacroix products
- The results of the research were used in an earned media PR campaign while Linkman and MEC Global developed a paid media campaign
- Participants were requested to opt in for a taste programme, where they received extra information and recipes matching their taste from time to time



IMPACT

Mediapartner	Het Nieuwsblad - GVA - HBVL
Participants	120.000
Effect on Sales	100%+
CTR of mails with recipes	30%+
Project won the AMMA award of 2016 « Best use of Interactive »	