



dynata™



Harvesting opinions of pet owners to drive strategic expansion

From DIY studies to fully serviced multi-country trackers, Dynata supports Edgard & Cooper's needs for agile research.

BACKGROUND

Edgard & Cooper is a pet food brand providing natural and sustainable products for dogs and cats across Europe, via both direct-to-consumer, e-commerce, and brick-and-mortar channels. The certified B Corp came to Dynata in growth mode, having entered a "scale-up" phase and seeking to gain market share in a highly competitive sector.

THE CHALLENGE

Edgard & Cooper sought to extend the capabilities of its newly formed Consumer & Market Insights (CMI) team whilst retaining maximum flexibility. This meant strengthening its ability to quickly access robust, high-quality data and insights for strategic decision making, by conducting a wide range of research studies in a scalable manner – from basic surveys to complex methodologies.

THE SOLUTION

Since 2019, Edgard & Cooper has been partnering with Dynata on numerous research projects to empower its CMI team through three primary features:

1 Flexibility:

Edgard & Cooper has worked with Dynata to perform fast-turnaround ad-hoc studies as well as in-depth analyses and its quarterly brand tracker across 7 markets, leveraging Dynata's seamless integration with third-party tools and platforms.

2 Reach:

Dynata's global consumer panel network has provided Edgard & Cooper with over 80,000 survey responses across 7 markets, enabling the in-house team to outperform its size and inform key decisions across the company.

3 Speed:

Working closely with the Edgard & Cooper team, Dynata's dedicated team has thoroughly responded to the client's strategic needs, and turned several projects around in as quickly as two business days.



THE IMPACT

Thanks to Dynata, Edgard & Cooper has been able to run numerous sophisticated research projects without having to spend undue time training or expanding its team too quickly.

A testament to this ongoing partnership is the prestigious global packaging Pentawards competition for which Edgard & Cooper won a Silver award in 2023.



“Working with Dynata has empowered our small CMI team to conduct all types of research in-house that are close to agency-level complexity. That’s quite hard to do without a partner that offers flexibility and a user-friendly DIY platform from which you can quickly build your surveys. There are very few providers that give us the same confidence in our survey data as Dynata.”

Pieter Vanpaemel
Senior Insights Manager
Edgard & Cooper

Accelerate Your Marketing Success with Dynata

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