

Planting the seed for growing the Santa Cruz Organic brand

We helped the J.M. Smucker Company develop a forward-looking go-to-market brand story for Santa Cruz Organic to appeal to current users and attract a new base.

Objective

The J.M. Smucker Company was developing a forward-looking go-to-market strategy in the Natural/Organic space, seeking the best opportunities for growth for the Santa Cruz Organic brand.

They wanted to understand which brand story best resonates among their core target audience.

Methodology

To evaluate which brand story resonates best, we:

1. Conducted qualitative interviews
2. Conducted a quantitative online study featuring a monadic concept test with final exposure to all 5 concepts and preferences*

*The respondents were users aged 21 to 59 with household incomes of \$50K+ who buy organic perishables but are interested in organic non-perishable categories.

Outcome

Similar themes emerged in the qualitative and quantitative research that appealed to Santa Cruz and non-Santa Cruz Organic shoppers.

From these themes, a brand story was developed to appeal to current users and attract a new user base.

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