

## Cropwell Bishop

Research delivered key insights into the purchasing habits of shoppers who buy Stilton ...

### Background

Cropwell Bishop supplies premium Stilton to Waitrose in two formats; Waitrose own brand and Cropwell Bishop branded. Both versions of Stilton are ranked as premium products in Waitrose, which also stocks an entry level Stilton. Undertaking research amongst consumers delivered insight into the purchasing habits of shoppers who buy Stilton. Cropwell Bishop wanted to understand more about what influences shoppers; appearance, taste perception, price, packaging, as well as the impact of placement in the pre-packed section will all influence shopper choice. This research was designed to explore to what extent each characteristic affected the purchasing decision.

### Methodology

We proposed a layered approach to this project initially, thinking each layer would enable emergent themes to be more fully explored. The original project was set to incorporate online, in-store, and in-home research.

However, online research amongst 1000 Waitrose shoppers delivered substantially definitive insight that further planning and development could go ahead without the need to undertake the more qualitative stages we had planned.

### Outcome

Such was the success of this project that online provided the evidence required to match the project aims and objectives. In fact, online research delivered sufficiently robust insight that Cropwell Bishop were able to use the findings to confidently move forwards with their strategy planning. Ultimately their desire to increase sales and market share has been focussed by the outcome of this research, with clear goals outlined so success can be achieved.

*"We found England Marketing research thorough and insightful. This was a very useful element in our decision-making process with regards to our brand presentation"*

*Julian Hurford— Cropwell Bishop*

