



Testing a large advertising campaign for this renowned oven brand with consumers

NEFF needed to understand their consumers

The team at NEFF wanted to know more about current consumer perceptions of the NEFF brand, their attitudes towards cooking and kitchen appliances and their builds on the upcoming advert for their 'Slide-and-Hide' oven.

Working to a tight deadline

We conducted 4 consumer groups over 2 days to identify consumers' wants and needs in the oven space.

We tested the proposed NEFF campaign and identified the key positives from consumers as well as potential amends to better appeal to the intended audience.

Findings to inform and create action

Our consumer research was compiled into a comprehensive debrief which answers NEFF's original questions and includes additional insights into the oven market.

