



Unlocking key Tenderstem marketing messages for stand out success with consumer insight

An aim to grow the Tenderstem broccoli brand's user base.

Coregeo needed to understand the barriers which prevent consumers from becoming regular buyers, and the triggers that could help encourage future purchase.

Exploring consumer attitudes, occasion usage and purchase habits of speciality vegetables.

We gained an understanding of opinions on Tenderstem, barriers to purchase as well as opinions on potential on-pack messaging approaches and previous Tenderstem advertising activity.

Clear messaging and big idea for creative

Our work provided recommendation and insight into consumers language and we created the 'Broccoli but Better' campaign idea which has been running for several years successfully now.

