



**CADDLE**

# Case Studies

**GENERAL MILLS®**





## THE OPPORTUNITY



Old El Paso® was seeking consumer research on opportunities to expand the Mexican food category and gain insights to drive innovation and help direct future marketing campaigns.

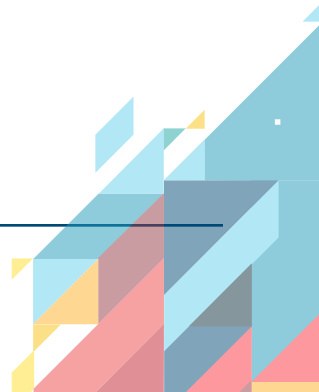
## THE PLAN

Conduct National general population Ad and Survey campaign to build awareness of Old El Paso® innovation and reveal frequency and barriers to cooking Mexican food at home more often.

## THE SUCCESS

Caddle's consumer research revealed clear opportunities for category growth within Boomers and Quebec consumers.

Caddle's insights also equipped Old El Paso® with insights to support increased display space, flyer space, and secondary fixtures in-store.





**CADDLE**

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**KNOW WHAT PEOPLE BUY  
KNOW WHAT PEOPLE THINK  
SELL MORE PRODUCTS**

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