



**CADDLE**

# Case Studies

McCormick®





## THE OPPORTUNITY



Club House® launched innovation and was seeking insights on awareness, loyalty, barriers to purchase, and triggers to trial specifically in Quebec.

## THE PLAN

Conduct Quebec-targeted branch Survey breaking out Caddle users who have purchased the Club House® innovation and who have not.

Leverage branch Survey to understand purchase triggers, loyalty, and repeat purchase for purchasers, and awareness, barriers, and triggers to trial with non-purchasers.

## THE SUCCESS

Caddle's research revealed existing purchasers had high intent to repeat purchase as well as that 95% would recommend it to a friend.

Direction to Club House® was clear – drive more trial and Caddle's research provided strong insights on the most effective vehicles to drive trial.





**CADDLE**

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

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