



CASE STUDY

M/A/R/C®'s Rapid Results accelerated McDonald's innovation insights by filtering through over 1000 new menu item concepts



THE CHALLENGE

McDonald's needed a better way to integrate customers' feedback earlier in the development process. Identification of the potential winners at this stage allows them to focus on and optimize the strongest ideas to appeal to customers' preferences.

Both Flexibility and Depth Were Needed:

- *Reliable monadic testing that includes intuitive key measures and diagnostics*
- *Robust sample and benchmarking capability*
- *Unparalleled speed and value*

THE SOLUTION

M/A/R/C®'s **Rapid Results**
Greenlight new ideas with confidence



Comprehensive



Proven



Predictive


As Matt Cahill, Senior Director of Consumer Insights Activation, told The Digital Enterprise, "We began using this automated tool that is easily configurable in a matter of minutes and each test could be completed in a matter of days. What used to take a month or longer can now be achieved in a day or two, and at a lower cost."


THE RESULT

To date, McDonald's has run over 1000 new menu item concepts through the Rapid Results system. This extensive concept database creates even more insights opportunities with meta analyses to guide future menu ideation.

We'd love to share more!

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