

King's Hawaiian 10x'd their brand tracking capabilities with TapResearch



King's Hawaiian is a family-owned company best known for its line of Original Recipe Hawaiian Sweet Bread. They are a fast-growing business that originated in Hilo, Hawaii in 1950. Today, their headquarters is located in Gardena, CA, with manufacturing facilities in Torrance, CA. and in Oakwood, Georgia serving consumers across the nation. King's Hawaiian also has two restaurant operations in Torrance, CA.



FOOD PRODUCTION

5,000 EMPLOYEES

TORRANCE, CA

WWW.KINGSHAWAIIAN.COM

The Situation

King's Hawaiian, a family-owned and operated bakery, known for its sweet Hawaiian bread had a vision for a more robust brand tracking solution that better aligned to the brand's weekly marketing and retail operations. The company turned to TapResearch for a custom brand tracker that delivers tracking 52-weeks per year in every major market in the United States.

The Challenge

As a fast-growing CPG company, vanity brand health metrics didn't provide King's Hawaiian the level of detail or insight into how marketing was impacting sales in their core markets or why consumers were choosing or were not choosing their brand.

The King's Hawaiian team envisioned a brand performance tracker that represented full-funnel reporting on three critical sources of data; marketing spend brand health tracking sales data.




Quarterly brand-level tracking was not enough. They needed weekly insight into product-level health metrics with campaign-level attribution as well that would provide them with leading indicators of success.



The Solution

Brand Insights Solution by TapResearch is a solution that makes high-frequency consumer insights accessible for everyday decisions – and most importantly, one with the scale to reach real, everyday consumers, in every demographic, in every major market across the globe. High-frequency brand tracking helps the King’s Hawaiian team access a continuous stream of consumer intelligence data to inform decisions on a daily or weekly basis.

Success for the team was a new type of brand health tracker that delivered insight into:

-  Brand-level, product-level measurement with campaign-level attribution tracking
-  Reasons for considering and reasons for not considering tracking
-  Competitive tracking
-  Statistically significant sample in every major market
-  Tracking delivered 52-weeks per year



Ambitious goal!

“TapResearch is providing us with an entirely new source of actionable insights about our brands, products, consumer preferences, and competitors. The quality and consistency of the data is enabling our team to measure key market signals, like price sensitivity, in a way that informs decisions on a weekly basis.”

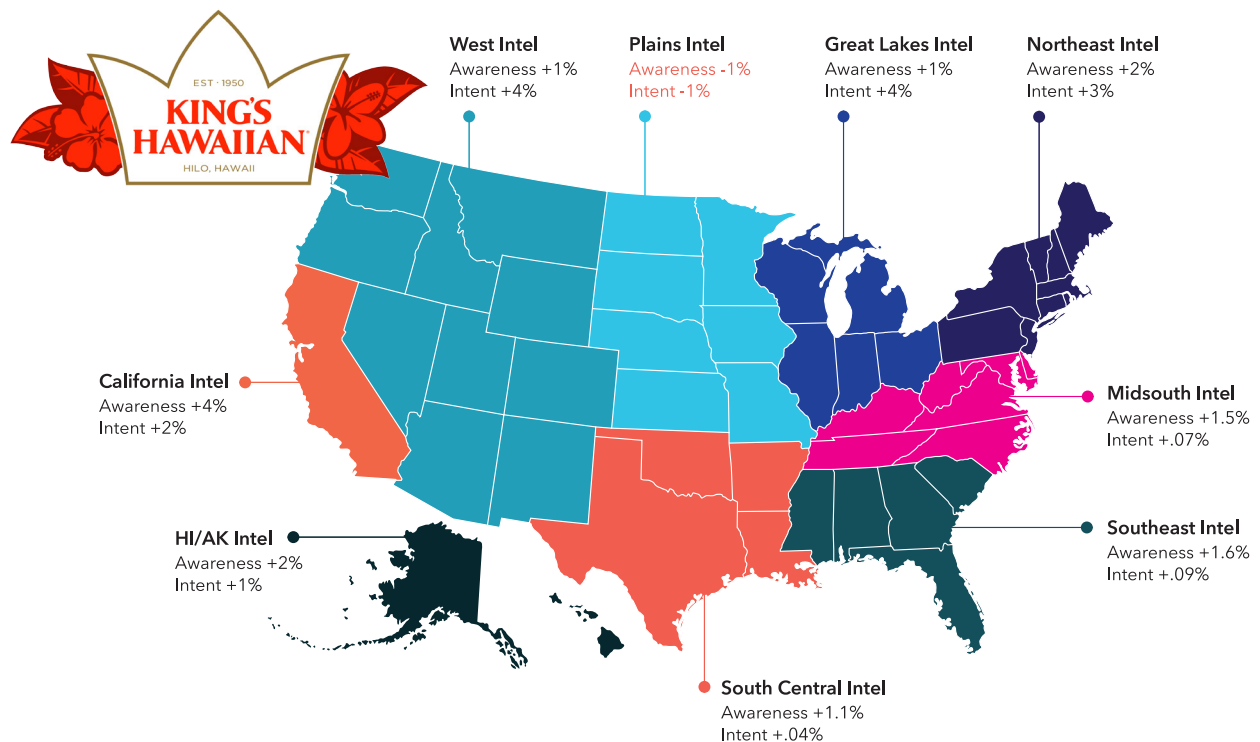
Troy Figgins - Head of Consumer Insights, King’s Hawaiian



The Results - A 10x Brand Tracker

King's Hawaiian consulted with TapResearch to design a custom brand tracker that collects a statistically significant sample, in every major market across the United States.

The output is a 10X brand tracker that provides King's with continuous insight into brand, product, competitive intel, and campaign performance, 52-weeks per year. They now have brand visibility into marketing's impact on sales in every major market with signals to identify blind spots and improve performance compared to the competition.



Brand Insights by TapResearch is an exciting new innovation that enables modern decision-makers to inform more decisions and operate with confidence. When looking to have more visibility into their brand's health, competitive intel, and campaign performance, the King's Hawaiian team knows they can count on *TapResearch's Brand Insights Solution* to meet their needs.

> To start informing decisions today,
 create your **FREE** account [here](#) or visit tapresearch.com

About TapResearch

TapResearch is a leading global insights platform empowering any company to access critical market insights to make better decisions. Our Audience Network connects tens of millions of people with surveys in the apps and games they use every day. Through this network we deliver unprecedented reach, and are quickly becoming the data collection backbone for the research industry. We partner with leading publishers to offer rewarded experiences to millions of mobile users worldwide, collecting high-value insights with unprecedented ease, speed, and affordability. [Learn more at www.tapresearch.com.](http://www.tapresearch.com)