CASE STUDY

Diamond Foods

Diamond
Diamond Foods is an innovative premium snack food and culinary nut company focused on building and energizing brands including Kettle Brand® Chips, Emerald® snack nuts, Pop Secret® popcorn, and Diamond of California® nuts. The company is customer focused and prioritizes meeting their needs.

Two of the company’s major brands have strong appeal to the key 18–29 consumer market, (aka Millennials), a market the company has cultivated by constantly launching new flavors and introducing GMO-free products appeal to the environmentally conscious younger consumers.

**CHALLENGES**

Diamond Foods was looking for ways to understand how consumers connect to brands they love and think about products they buy. But marketing has evolved and consumers aren’t always easy to reach—particularly Millennials, a demographic driving trends with increasing buying power. Millennials don’t consume media in the same ways as those who came before them, and do not respond to the same forms of advertising. Traditional forms of communication, from television to billboards, are less effective for this demographic. For companies trying to reach this market, understanding and monitoring social media is not a fringe pursuit, it’s a core marketing strategy.

The company, like others in this field, wanted to better track its brands in a media world that was becoming more immediate and interactive.

Diamond was also interested in finding ways to track and monitor its competitors, and to see how consumers were responding to new products, flavors and sweepstakes efforts.
SOLUTION

The company turned to Zignal Labs to help them better understand consumers and get a pulse of what was moving their core audience. Using Zignal’s advanced media analytics, brand teams track social medial marketing efforts in realtime, and are able to alter and modify outreach based on consumer response.

“Using the Zignal Labs platform, we were able to effectively monitor our brands, get insights to adjust our product launches and find a shortcut to connect better with our target audience,” said Laura Merritt, a senior brand manager at Diamond Foods.

The company was also able to use Zignal Labs platform to track the rollout of new innovations, gauge the success of promotional efforts and help the company hone and refine its marketing strategy, using data and advanced analytics to make informed decisions that guided the company’s outreach efforts.

In an increasingly competitive market, Zignal also allowed the company to monitor key competitors. By using the Zignal Labs dashboard, Diamond was able to see what was working and what wasn’t, and monitor in real time how they stacked up against the competition.

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– Laura Merritt
Senior Brand Manager
Diamond Foods
“Zignal’s platform allowed us to see that our Maple Bacon flavor continues to attract buzz,” said Merritt. “The interest in the flavor helped position the Kettle Brand as one that is bold and takes chances, just like our customers.”

Diamond Foods was also able to see, for the first time, how effective they are in the social media market. Between Jan 1 - 15 2015, for example, Diamond brands received 38% of the share of media voice, a larger share of any of its competitors That's up from 29% share in June 2014, when the company began using Zignal Labs, and other competitors had a larger media share than the Diamond brand.

“For us, Zignal Labs is an incredible shortcut, allowing us to see what our customers are saying about our products in real time,” Merritt said.

RESULTS

Diamond Foods was able to gain significant insights into which products were resonating with their core markets. For example, the company used the Zignal Labs dashboard to track customer sentiment of their various flavors. For Kettle Brand, Diamond was able to see that New York Cheddar and Sea Salt received the most positive mentions, followed closely by Maple Bacon. The team was also able to see which flavors were generating the most online chatter, offering instant feedback to supplement their extensive focus group and other pre-roll out research.

Though the maple bacon flavor was introduced in early 2013, by Q4 of 2014, it was still the most talked about flavor online—a sign to the company that product innovation had led to sustained media buzz. More than 10% of all mentions of the brand also mentioned the Maple Bacon flavor, with Sriracha and good, old-fashioned sea salt next in line.
CONCLUSION

Zignal Labs gave the company the ability to instantly monitor their social media activity, the effectiveness of their marketing efforts, and realtime knowledge about issues affecting the company, its products and its competitors. As the media environment evolves, and desire to have meaningful customer relationships, Zignal Labs helps Diamond Foods understand the pulse of the market.