Case Study

Wizer Researches Four Multinational Markets for Toy & Baby Products Leader Tiny Love - For the Price of One Market

Using technology to replace human researchers, Wizer gleaned valuable insights for Tiny Love about purchase habits, drivers, usage and brand equity in four international markets.

Client

Dorel Industries' Tiny Love is an award-winning global toy and baby products company. Founded 1991, Tiny Love aims to create products to support child development from birth. It offers smart solutions to genuine parent needs. Its products are available in more than 50 countries and help babies enjoy quality moments alone and with their parents.

Challenge

In 2010, Tiny Love entered the light gear category (bouncers, rockers, and swings). Since then Tiny Love launched a few products in the category with great success.

Tiny Love wanted to support the design and development of future successful baby products. They realized they had to gauge purchase drivers, usage and purchase habits, motivations, and assess needs and importance of features in the category.

The team wanted to better understand the category and the differences between the various countries in which Tiny Love operates. Specifically, Tiny Love wanted to understand the differences in the light gear category between four countries.

→ **Industry:** Baby Products

→ **Products:** Baby activity mats, crib arena, light gear products and activity toys

→ **International sales:** 50 countries

→ **Owner:** Dorel Industries

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Case Study

Tiny Love™

Solution

Tiny Love used Wizer's technology to design, field and analyze the research in the four different target markets. The Wizer platform automatically built a custom survey with questions specifically designed to answer Tiny Love's questions. The algorithms and business rules that power Wizer were developed from combined experience of dozens of years of marketing research to ensure robust, reliable and realistic insights.

The research was fielded to an online panel in the four target markets to audiences defined by Tiny Love.

Wizer's platform thoroughly analyzed research results, using an online interactive platform rather than a report. Tiny Love was able to drill down to custom insights and custom views of the data across markets and audiences. This is unattainable with a traditional marketing research agency.

Results

Wizer was able to execute a complex multinational study in four markets for the price a traditional agency would charge for one market. The Wizer solution provided professional, in-depth findings, automating the research to reduce cost.

By using an interactive report, the Tiny Love team could compare multiple markets, products and audiences. They could view all four markets on the same platform, the same way, and review the findings according to their interest.

"Wizer was able to execute a multinational complex research and provide deep cross-market and cross-product insights that help us understand our markets around the world and develop our new future line of products," said Niva Ziv-Shinberger, Manager of research and business development at Tiny Love.

"Wizer gives us a strategic advantage providing deep familiarity and insights from our target consumers. In the competitive juvenile and toys market, being able to identify the needs and preferences of parents and babies are the key to success."

"The platform allows us to examine multi markets and compare them using a quantitative research while gaining important insights, in an attractive price and rapid speed."

Niva Ziv-Shinberger,
Manager of research and
business development at Tiny Love.