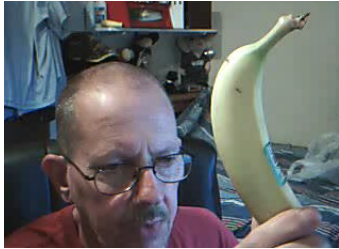


Case Study – Boomer Deep Dive



- **Business Objective:** Develop successful new food products for Boomers
- **Research Objective:** Understand Boomers' lifestyles, habits, attitudes, product purchase decisions, product requirements and usage behaviors
- **Method(s):** A series of online video diaries were completed over the course of several months to bring the voice of the Boomer segment to life.
 - Subsequently DRA created 5 – 10 minute video-centric presentations highlighting lifestyle insights.
- **Results:** DRA's analysis and resulting implications enabled our client to more effectively target Boomers, implement product innovations and strengthen retail-partner relationships.

