Mobile Diaries
How a pizza chain launched into lunch

The goal.

How does a pizza chain, known for dinner delivery, start serving lunch?

That's what executives wanted to know at the nation's largest pizza chain. On a roll for the past three quarters, the company was posting revenue growth at about 20%, while competition was flat. A lunch strategy piqued their interest.

Yet, the lunch market isn't an easy one to break into.

That landscape is filled with competition, and consumers are fickle. They may not see the chain as a viable option, or might not even want pizza for lunch.

Research was required.

Lunch behaviors needed to be studied over time. So, a longitudinal, or diary, study was selected as the best way to collect the data. After 30 days, the team would review results and decide if lunch was a viable option for the business.

Timing is EVERYTHING.

From what to eat, to where to eat (dine-in or carryout), and who to eat with (solo or with others), time is the biggest influence on lunch decisions.

Our approach.

Surveys on the Go® locates consumers in real-time. A survey was triggered as people left a competitor restaurant. The data was real-time and included pictures and video of about their experiences.

MFour connected the client with validated consumers, leveraging our app Surveys On The Go®. With GPS technology, we pinpointed participants who frequently visit QSR competitors during lunch time.

Over the course of one week, consumers were pushed daily surveys at lunch time to share their experiences and habits. To add further color to the research, consumers were asked to take us to their favorite QSR lunch spot and use their smartphone's camera to capture videos and images of their experience.

+ **Target:** Consumers who frequently visit (4+ times) at least one or two of the competitor QSR locations during lunch hours in past 60 days.

Survey questions:

+ **Favorite quick lunch spot questions:**

1. Why is it your favorite?
2. What makes you go back?
3. What emotions do you feel during this experience?

+ **Value-driven lunch questions:**

1. Why did you choose that specific value restaurant?
2. What's working in the experience? What falls short?
3. What emotions do you feel during this experience?

The results.

Timing is EVERYTHING.

From what to eat, to where to eat (dine-in or carryout), and who to eat with (solo or with others), time is the biggest influence for lunch.

Schedules drive most lunch decisions. Consumers with demanding schedules eat solo and go with whatever is closest, fastest, and on-budget. Those with more flexible schedules are more likely to eat with others and at a restaurant.

With that data, this pizza chain—and their agency, decided not to enter the lunch market—saving both time and money.

About MFour.

MFour's Surveys On the Go® is the most-downloaded and highest-rated survey app in the United States. Companies can now use location-capturing technology to reach their shoppers in real-time and connect with a demographically diverse panel of Millennials, Hispanics, and African Americans.

The app leverages GPS technology, fingerprint validation, multimedia capture, and GeoValidation® to deliver faster, more reliable insights than traditional survey platforms. Consumers speak directly to you, through the app.

To learn what people are saying about MFour, visit www.mfour.com.