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# Shifting Consumer Perceptions of Tuna Among Protein Eaters

For a brand looking to expand its reach and connect with new customers, understanding existing attitudes and everyday behaviors of specific segments is critical. By tapping into consumer insights, one CPG company transformed a sandwich staple and casserole ingredient into a “hero protein”.

## GOAL

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# Expanding the role of tuna in the minds of consumers

A CPG company that made tuna products wanted to understand the role tuna plays in people's lives—and how they could get it to play a *more important* role to drive sales. They came to 113 to find out.



## ANALYSIS

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# Exploring how protein enthusiasts incorporate tuna into their diet

113 captured over **200,000 online conversations** in a six-month period among **consumers eating protein**. These discussions were taking place on sites ranging from Instagram and Twitter to Reddit and other forums.

Through our analysis of the data, we discovered several **different personas** that clearly followed a consistent protein-eating regiment.

Unlike foods such as chicken, beef, fish, eggs and hummus—which were all viewed as go-to protein sources—we found that **tuna was *not* top of mind for most of protein eaters**.

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Yet when we saw people who *did* eat tuna regularly, many of them considered tuna a “**hero protein**”. It had the **most amino acids**, the **lowest fat content**, and **no added ingredients**. Tuna, for this small group of eaters, was a **top protein source**.

## INSIGHT

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### Making tuna a protein priority for a wider audience

Using the insights we found in the data, we helped the company understand **how they should position themselves** and become top of mind for people consuming protein.

We also identified **new consumer segments** for them to reach based on key behaviors and broke down how to communicate with each segment.

This included **what kind of messaging** would appeal to them—and what would motivate them to make tuna their number-one protein choice.

## OUTCOME

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# Changing the way people think about (and eat) tuna

The company used our data to **reposition** their product and brand in the minds of **consumers**—from a food primarily used in casseroles and sandwiches to an on-the-go snack designed for athletes, high-protein dieters, busy executives, and people who want something healthy and satiating.



Our **consumer behavior model** for **positioning** helps organizations understand different **consumer personas** and their behaviors, habits, rituals, attitudes, motivations, and—most importantly—**their psychology**.

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## About 113 Industries

At 113 , we capture, read and analyze large volumes of digital conversations to help you truly understand consumer behaviors. By extracting valuable insights from what consumers are saying, you can apply them to your organization in ways that make a real impact.



**Discover what you've been missing**

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