



How Studio Helped Buffalo Wild Wings Uncover What Really Drives the Wing Occasion

Case Study

THE CHALLENGE

Buffalo Wild Wings has strong wing equity, but the brand knew it wasn't fully capitalizing on it. With an operational improvement workstream underway, BWW needed to build a foundational understanding of what actually drives wing consumption, emotionally, sensorially, functionally, and contextually, before it could talk about wings more overtly. The goal: understand what makes wings matter to consumers so the brand could identify the most compelling way to drive visit and purchase.

THE APPROACH

A "best of both worlds" design combining IDIs and focus groups to capture both deep emotional insight and broader category and communications learning. 4 x 60-minute IDIs explored the emotional, cultural, and motivational drivers behind wing-eating behavior, using projective techniques to surface what consumers don't easily articulate on their own. 4 x 90-minute focus groups then broadened the lens, adding competitive context, social dynamics, and category lexicon. A pre-task asked all respondents to bring an object that represented their relationship to chicken wings, priming richer, more reflective conversation from the start.

WHY STUDIO

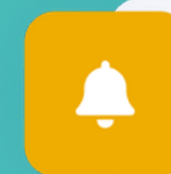
BWW needed more than a skilled interviewer. They needed someone who could get beneath the surface of a deeply cultural, social eating occasion and pull out the kind of emotional insight that actually moves brand strategy. Studio surfaced the right expert immediately and handled all the operational lift, so the team could focus entirely on the learning. Three weeks start to finish.

The right expert. Effortlessly executed. Results that move the needle



Moderator: Nicola F.

- 25+ years in qualitative research
- Specializes in emotional and motivational insight, projective techniques, and sub-conscious drivers
- Collaborative, high-energy approach rooted in active listening and curiosity



The ROI of Studio:

- 27N; 4 Live, moderated Focus Groups + 4 deep dive IDIs
- Participant Screening, Scheduling, Incentives
- Interview hosting, Professional moderation
- PPT learnings summary to understand the deeper emotional and socio-cultural needs in the category

\$19K