



Consumer insight in Chile strengthened key account dialogue with proof, not claims

Arla Foods Ingredients is part of the global dairy cooperative Arla Foods. With strong Scandinavian roots, they help the food industry develop and process more natural, functional and sustainable foods. Serving customers across Latin America, the South America marketing team based in Brazil needed credible Chile-specific consumer insight they could reuse in key account dialogue and to guide innovation.

When customers ask for consumer proof, surface data is not enough

Arla Foods Ingredients had already run consumer research with Lindberg International in Brazil, Argentina and Colombia, but lacked Chile-specific insight despite Chile being a key market. According to Cido Silveira, Head of Marketing, South America, customers asked for proof from their own market and Chile's high innovation pace made it strategically important to learn directly from consumers.

 *We were looking for deep insights into how consumers understand and use protein, especially whey protein and what they feel is missing in the market. And that's exactly what we got and in a format that was easy for us to apply.*

Lindberg International delivered an actionable report and an interactive Power BI dashboard for better customer dialogue and fact-based internal decision-making



Lindberg International was chosen by Cido based on past experience

I have worked with the Lindberg team for years, both in Brazil and in Europe, and they consistently deliver what we need, sometimes even more. They use the right methodology, are easy to collaborate with and they do not just provide fancy reports: They give us a tool we can use proactively to increase sales.



Cido appreciates the data quality that builds trust in the results among his customers

Lindberg's collaboration with Kantar for data collection adds confidence and recognition, which helps customers accept the insights because they already know and respect Kantar. As a result, we are rarely questioned about the trustworthiness of the results, even when we use them in sales conversations.



The results are very use to use and present for various purposes which is key to Cido

A well-structured PowerPoint presentation is great, but enhancing it with real-time access and filtering in Power BI is a huge advantage and absolutely key. It lets the whole team filter answers by for example target group and topic, making it easy to pull the right story for each customer meeting.

Arla Foods Ingredients now has a better dialogue with their customers

Cido sees the research as a game-changer:

"The insights have opened doors, including invitations to innovation weeks and a major customer event in Chile with 80+ attendees. Having the research and the Power BI solution has definitely improved how we communicate with customers."

Recommending Lindberg to other companies with a similar need?

Very clear verdict from Cido: 9 out of 10

"Lindberg International consistently delivers not just what we ask for, but what we really need. That value far outweighs the inconvenience of time zones and language, and even with the added cost of using a supplier outside the local market, it is worth it."

Get in touch if you want to hear more about how we at Lindberg International blend market research with commercial consulting so you can **"Act with confidence"**.

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