



Global proof helped KOMPAN sell playgrounds as a sound business investment to global fast-food chains

KOMPAN helps quick service restaurants create playgrounds that attract families and strengthen the guest experience. An earlier Lindberg study showed that playgrounds can drive more visitors, longer stays, more repeat visits and higher spending, but the data was aging and mainly European. To support a global sales story after covid, KOMPAN needed updated, credible documentation across regions and a format that made the insights easy to use in day-to-day customer dialogue.

When evidence gets old, the sales story loses weight

The purpose was not to develop a new strategy, but to strengthen an existing one with third-party validated numbers customers could trust. Anders Johansen, Managing Director of KOMPAN Commercial System, needed fresh, global data to document the business case for a playground, even when it takes up space that could otherwise be seating. The results also had to be practical, so sales could quickly filter by segment, market and chain and pull proof points for each customer.

“The main goal was simple: Update and globalize the proof so we can document the ROI of playgrounds with numbers customers trust.”

Lindberg International updated the playground impact study with fresh global data and delivered both a clear report and a Power BI database built for sales use.



Continuity and a fast start gave Anders confidence from day one

I contacted Lindberg via the website and got a quick response. They immediately remembered the previous report and the collaboration. It felt like picking up a conversation we had just had, even though years had passed.



Filtering in the Power BI dashboard made the insights easy to use for Anders

The past report was thorough but heavy. This time, the report is shorter because it is supplemented with a Power BI dashboard where we can filter by segments, chains and countries and pull exactly what we need for a specific customer presentation without digging through dozens of slides.



The report and dashboard helped Anders shift from supplier to partner

The report and especially the Power BI dashboard help us come across as a serious partner, not just a supplier. With updated global numbers, it is easier for customers to justify the investment internally and focus on the business impact.

KOMPAN can now use global, post-covid proof to win customer buy-in

Anders has a strong platform for dialogue:




“This did not change our strategy, it strengthened it. We now have updated, global documentation we can stand behind, and it gives real weight to our customer conversations.”

Recommending Lindberg to other companies with a similar need?

No doubt in Anders's mind: 10 out of 10

“The results are very strong and convincing. On top of that, the collaboration was very professional, and we felt they focused on the commercial impact, not just on delivering a report.”

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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Years of experience

About us:

For more than 30 years, Lindberg International has helped companies make commercial decisions with confidence by blending cross-border market research with pragmatic commercial consulting. We work to ensure our clients truly understand their markets, customers and competitors so they can decide where to focus and which initiatives to prioritise, turning insight into profitable growth.

At Lindberg International, experienced consultants and skilled researchers work side by side in every project. We combine market insight and commercial consulting as a tailored mix shaped by your needs. Built on this strong foundation, we offer three core services:

- High-impact cross-border research that powers your next move
- Commercial strategy for focused action and profitable growth
- Innovation that takes you from insight and ideas to market impact

All with one purpose in mind: making our customers able to **act with confidence**.

Some of our active clients:

