

# Consumer Research: Dave's Killer Bread



Media Agency: VIA Amplifi  
Creative Agency: Dentsu  
Client: Loblaws  
Year: 2017

The launch of Dave's Killer Bread was supported with LRT wall murals in multiple Vancouver stations. The goal was to provide high traffic locations in the urban core

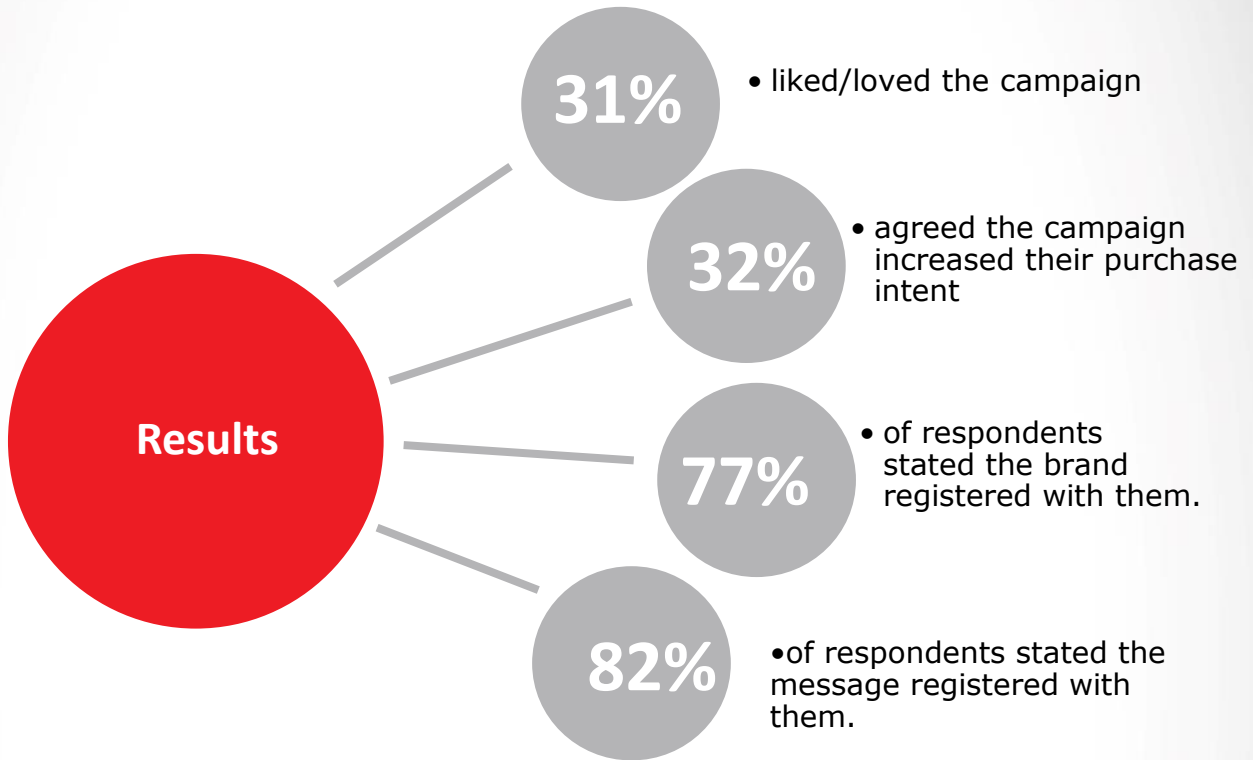


## Research Sample

- Vancouver principal grocery shoppers who have purchased or consumed bread in the past 6 months

# Main Message Key Feedback

- Good brand impact for a new and expanding brand.



## ▶ Consumer Comments on Main Message

*"Try the new organic Dave's Killer Bread. Killer taste Killer texture"*

*"This is a hearty bread."*

*"David's Killer Bread has a Killer Taste"*

*"Good bread made with organic ingredients"*

Source: BrandSpark Consumer Panel 2018