



CASE STUDY

LINDT SEES BIG GAINS FROM JUMPING  
ON A VIRAL TIKTOK TREND

# BRAND TRACKING WITH QUESTBRAND

Companies must monitor their brand health in real-time to ensure that their actions effectively build brand equity and positive consumer sentiment. Our industry-leading platform, **QuestBrand** by The Harris Poll, provides the real-time insights into consumer perceptions that companies need. This always-on business intelligence tool surveys thousands of people daily to keep a continuous pulse on the brand metrics essential to business leaders.

In this case study, we explore the impact of Lindt’s limited-edition release of the viral Dubai Chocolate Bar. Leaning into a popular internet trend, Lindt shows how embracing the trend-of-the-moment can pay off big for brands that do it well.

Have you tried the viral Dubai Chocolate Bar? This exotic sounding milk chocolate treat is filled with pistachio butter, tahini, and crunchy pastry strips (known as kadayif). The Dubai Chocolate Bar was first created in 2021 by Sarah Hamouda of FIX Dessert Chocolatier. But that was just the beginning.

Since then, the chocolate bar has become a Global trend. **The Dubai Chocolate Bar took off on TikTok**, as multiple content creators posted about the unique chocolate experience. **The Dubai Chocolate Bar placed 5th in Google’s 2024 “Year in Search”** which ranks the top food and beverage search trends of the year.

Lindt seized the opportunity to jump on this trend. **On December 12th, the chocolatier launched a limited-edition Dubai Chocolate bar in their Manhattan retail store** for \$14.99. The bar was only available until the bars sold out. Lindt’s Dubai Chocolate bar received more than 90 million TikTok views.

**“We’re always tapped into consumer trends. After we saw how well the Dubai chocolate craze went down on social media, we knew we had to get involved and put our very own twist on it.” - Stefan Bruderer**, Master Chocolatier at Lindt & Sprüngli

The hype was not unique to the US. Around the same time, Lindt also released the limited-edition bar in the UK, Switzerland, Austria, and Germany. **For the German release** (of only 100 bars!), **some customers reported that they waited in line for 10 hours, and travelled over 4,000 miles to be there.**

For all those who missed out, you may still get a chance to taste the viral bar. **Lindt said that they are “evaluating the opportunity to make Lindt Dubai Chocolate more widely available.”**

## LINDT’S POSITIVE BRAND MOMENTUM - 12 WEEK TRENDED AVERAGE

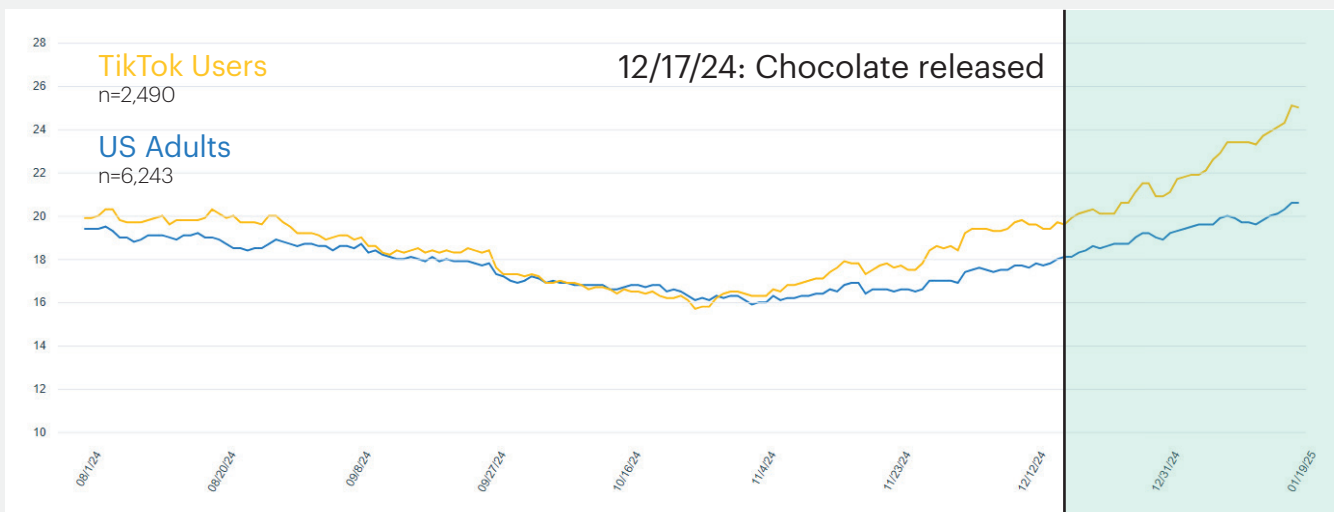


Figure 1. QuestBrand. Base: TikTok users, n=2,490. Base: General population of US adults, n=6,243. 8/1/24-1/19/25.

Looking at data from QuestBrand, we can see how Lindt’s chocolate bar launch positively impacted consumers’ perception of the brand. Figure 1 tracks Lindt’s **postive brand momentum** from the start of August 2024 through mid-January 2025. Momentum reflects whether consumers think a brand is gaining or losing market share compared to its competitors. Starting in mid-November, **positive momentum among TikTok users starts outpacing the general population of US adults, and continues to gain steam throughout December and even into January.**

The way that TikTok users describe the Lindt brand also changed from all the hype surrounding the Dubai Chocolate bar (Figure 2). In December and January, **TikTok users significantly more often described the popular chocolate maker as “Premium,” (+7.7), a “Good Value” (+6.7), “Classy” (+4.8), “Dependable” (+3.6), “Customer-Centric” (+3.4), and “Intelligent” (+3.3)** than they had in the preceding two months.

## CHANGE IN HOW TIKTOK USERS DESCRIBE THE LINDT BRAND

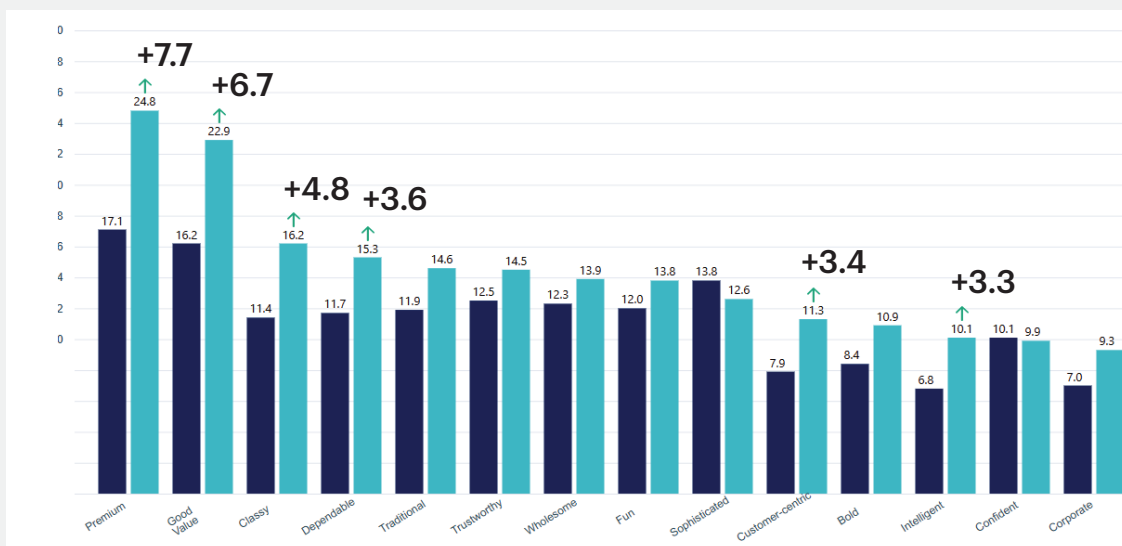


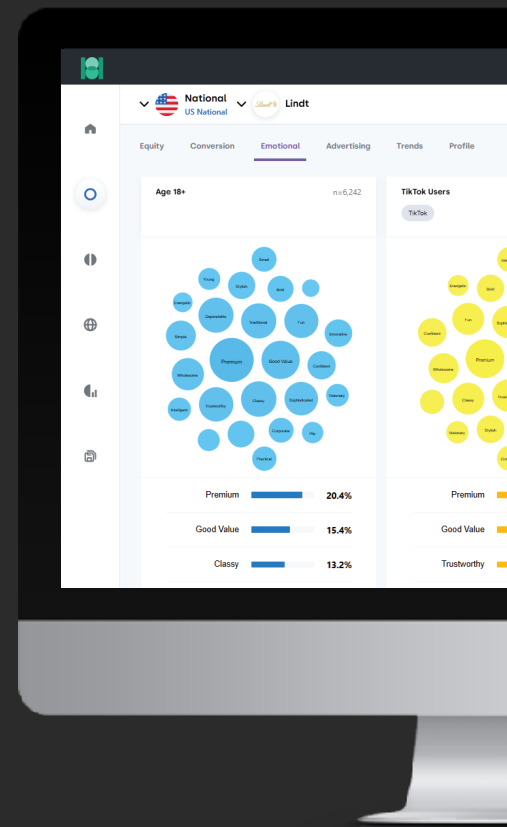
Figure 2. QuestBrand. Base: TikTok users. Pre: 10/1/24-11/30/24, n=908. Post: 12/1/24-1/19/25, n=716.

It would be impossible for a brand to get involved in every viral food trend. However, **Lindt’s success with the Dubai Chocolate Bar shows how powerful it can be for a brand to tap into the right viral food trend.** Renowned for their smooth, high-quality chocolate, Lindt just had to formulate the Dubai chocolate filling to join the craze. **This decision generated significant marketing buzz for Lindt** (in the form of millions of TikTok views), **while staying true to their brand.** Already [number 1 in the global premium chocolate market](#), efforts like this help Lindt remain relevant and top of mind for consumers.

# WHAT DOES QUESTBRAND DATA SAY ABOUT YOUR BRAND?

QuestBrand offers real-time consumer insights for your brand. Don't wait to hear what consumers are saying about you and your competitors - schedule a demo to learn more.

[REQUEST A DEMO](#)



## METHODOLOGY

This survey was conducted online within the United States between October 1, 2024 and January 19, 2025 among 6,243 US adults by The Harris Poll via QuestBrand.

## ABOUT QUESTBRAND BY THE HARRIS POLL

QuestBrand is a brand management software tool created by The Harris Poll that collects real-time feedback for thousands of brands and their consumer segments for more informed brand and campaign monitoring. We help research professionals and in-house marketers better understand how their brand is resonating with customers and communities.

The Harris Poll is a global public opinion, analytics, and market research consultancy that strives to reveal society's authentic values to inspire leaders to create a better tomorrow. With a global research reach of more than 90 countries, Harris offers advisory services across sectors to world leaders, CEOs, and business decision-makers with state-of-the-art analytics, real-time software services, and practitioners in marketing, reputation, customer experience, trends, futures, and thought leadership/research-for-public release, The Harris Poll translates shifting social sentiment into a competitive marketplace advantage.