



Deliveroo Family Dinneroo | 9 Months Insight Stream — Sarah Strassheim November 2025

## Family Dinneroo Cycle 19

To understand how effectively merchandising card variants:

Grab attention and feel appealing when seen during a weekend browse;  
Clearly communicate what's being offered (family meal, value, etc.);  
Naturally convey or allow understanding of the Monday–Thursday 4:30–6:30 timing window;  
Motivate interest to try Family Dinneroo during that timeframe in future.

### 1. Overall top cards

V2 and V3 came out strongest amongst those who saw the first set of cards, whilst V1 and V6 were preferred by those who saw the second set. When choosing their favourites, people were focusing on the headline rather than the text underneath, although this was bought up by some.

- V6 (Midweek family meals for £25) - **Clearest message** and best fit, **very functional** rather than emotional but would stick in people's mind
- V1 (Feed the family for £25) - Clear message and **in-line with what people need to do, simplicity of £25 price point appeals**
- V2 (Feed the family for £25 or less) - Clear message and **upper price limit appealed** to those who saw it
- V3 (Feed the family from £16) - Price point gets attention but **some lack trust that it will deliver**

	TOTALS	Click appeal	Clearest	Best fit
V1	5	2	2	1
V2	5	3	1	1
V3	5	1	2	2
V4	0	0	0	0
V5	2	0	1	1
V6	7	2	2	3
V7	0	0	0	0
V8	0	0	0	0
V9	0	0	0	0

### 2. Appeal and value

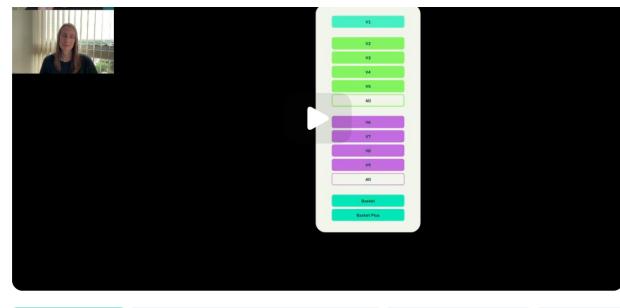
#### "Feed the family for £25" (V1, V4, V5)

- People are thinking about how to feed their family so the messaging resonates



#### Messaging resources

- The simple wording makes people think it will be a **simple process and they can easily sort dinner**
- For most, **£25 seems good value** for a takeaway for the family
- 📺 This was shown to everyone, and was only chosen as a favourite when in the second (purple) line up. When shown next to "Feed the family for £25 or less", the "or less" was preferred.



**"It's short, it's concise. Feed the family for £25. When I'm scrolling, I am trying to feed my family, so it's very quickly like, oh, that's exactly why I'm scrolling. So it's feels targeted." - Chloe**

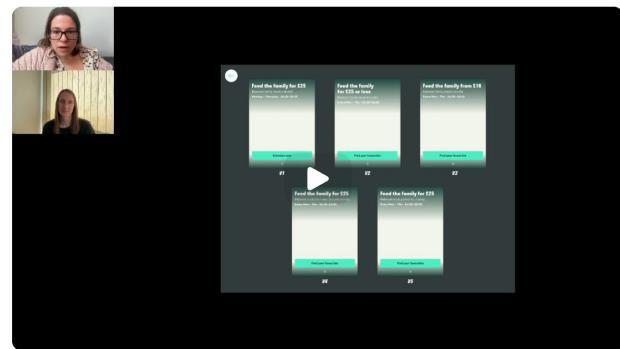
**"It looks like it would be quite an easy option...sort of a quick, oh yes I can get this done." - Samantha**

**"What shouts for me that you can feed the family for 25 pound...that's interesting because I think that's a quite good price for whole like meal for the family" - Slavka**

**"I feel like, okay, that feeds the family and it's £25, that's really good. It's like tells me exactly what it is very quickly." - Laura**

## "Feed the family for £25 or less" (V2)

- For most, £25 or less is more appealing than £25, as it indicates more **flexibility and a pricing ceiling**
- Feed the family is still a strong message
- Having the 'or less' wording reassures people that there will be various options within the offer
- **Strongest click appeal for 3/4** who were shown it



**"I think it just makes it clear that it's not a fixed price. It's not a fixed price meal deal, right, I guess it's like restaurants that they think have low prices, that you could probably get it for that." - Anna**

**"I'd think feed the family for 25 pound or less is quite good because I would much rather you give me a high parameter and that's my worst case scenario." - James**

## "Feed the family from £16" (V3)

\* When presented alongside / after the £25 options it stands out as being significantly lower, which may have amplified the impact of the £16 price point.

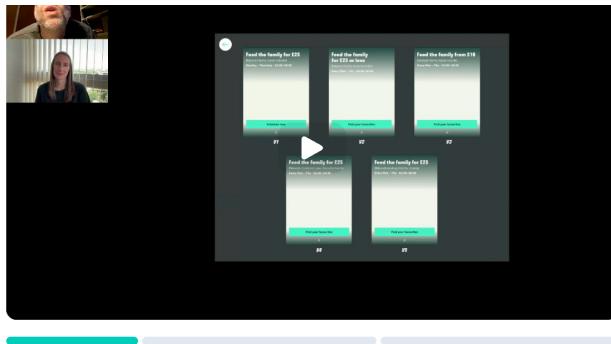
**Having £16 in the headline appealed to some:**

- £16 seems like **very good value**
- **Catches people's attention**
- Including 'from' does make people aware that there will likely be more expensive options, and they like knowing the baseline price

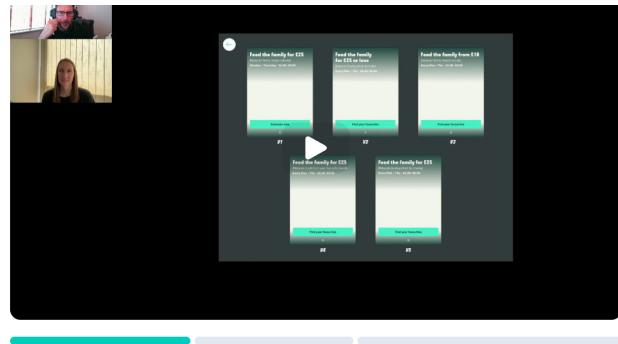
**The £16 price point did raise some concerns:**

- If there is just one option at £16 and the others are more expensive people would feel disappointed
- **Some prefer an upper limit** rather than a lower one to help manage their expectations
- People **aren't sure whether £16 is a realistic price point** that would get something to feed the whole family





"The £16 is always good for like a family. Like I could take £16 and go to the supermarket and get quite a lot of stuff for that and it wouldn't be one meal." - Terri

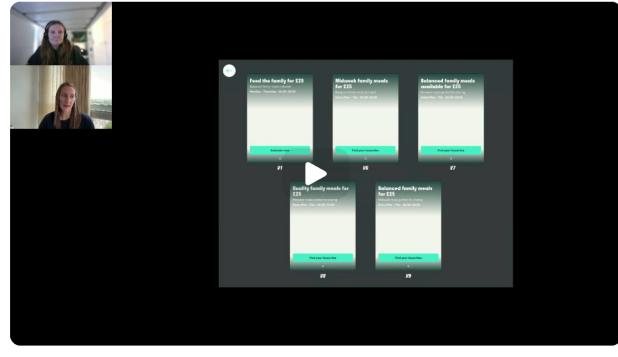


"The 16 just doesn't feel like it's gonna feed the whole family." - Anna

## "Midweek family meals for £25" (V6)

- Best at communicating that it's midweek - 2 people hadn't noticed the days until they saw this card
- If seen when scrolling on a Friday night, the **midweek message would stick with people** and help them to think of it during the week
- **Message feels very functional** and didn't seem to evoke much emotion

"The midweek one, I'd remember that to go back and look at that on like a Tuesday or Wednesday."  
- Chloe



"I think midweek meals, it's more accurate than saying balanced meals." - Anna

## "Balanced family meals available for £25 / Balanced family meals for £25" (V7 & V9)

☒ There was no-one who preferred V7 over V9, as they prefer the shorter version, and didn't see any need for the word available

☒ The **use of the word balanced was polarising**, in both the main headline and subheading

☒ Most people saw themselves using Dinneroo for times that they are busy and just need to get dinner sorted quickly, in which case the messaging around convenience may be stronger as that is their concern

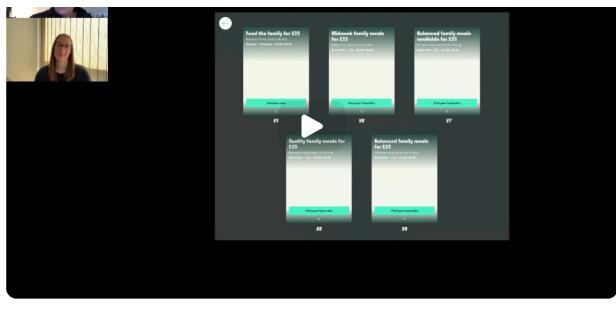
**For some, balanced is a positive word to include**

- People **want to feed their family nutritionally balanced meals**, especially during the week, so it can be appealing, as long as when they click through the options align with this
- If meals are balanced it helps **reduce the guilt** of feeding the family a takeaway, which is usually considered a less healthy option

**Others found it off-putting and unclear**

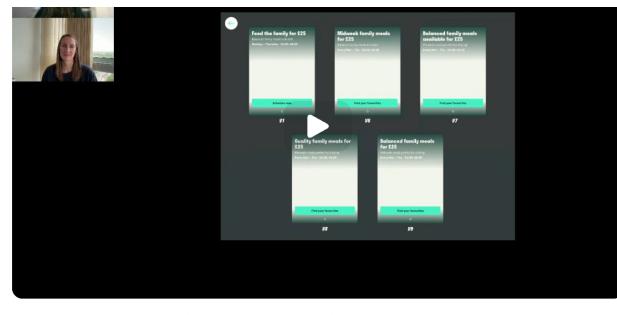
- **Unclear** what is meant by balanced
- Not necessarily concerned about finding balanced meals when in the mindset of getting a takeaway
- **Sceptical that the meals would be nutritionally balanced**, so trust may be lower





"I think the word balanced as a parent who cooks is more appealing. Like, I would think, like, oh, okay, maybe everyone's getting what they need and it's, you know, it's also fairly good for you." - Laura

"I think for a parent you are looking at that nutritional and when you say balanced, that's what I'm going for." - James



"I know it's not that balanced, is it? Because it's from takeaway." - Anna

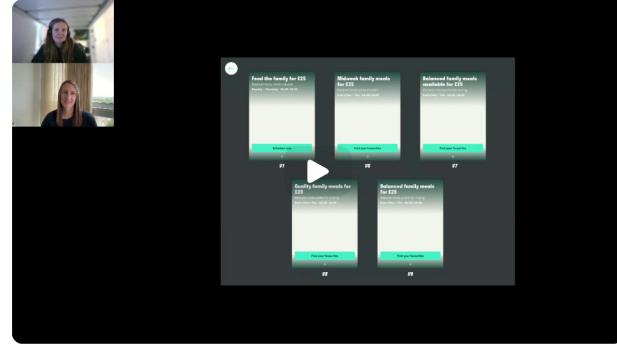
"I don't know what it is about the word balanced. It just feels like it's taking out the convenience...the midweek one, that automatically I think that's convenient, that is exactly what I need. It makes me feel like it's going to be for something else, whether it's nutritionally balanced, whatever it is. So it's not necessarily what I'd be clicking through for." - Chloe

## "Quality family meals" (V8)

- Quality doesn't resonate with people or make them want to click through
- Expectation that food should be of a certain quality so using the word doesn't make any difference
- Food from different restaurants has different levels of quality, so there's some scepticism around ability to guarantee on quality

"The quality family meals, I would expect it to be quality anyway. Why is it telling me that?" - Laura

"The quality one, I don't think I would give that any mind the adjective. So every product says that it's high quality or things like that." - Chloe



## Subheadings: Balanced family meals included vs. midweek meals perfect for sharing

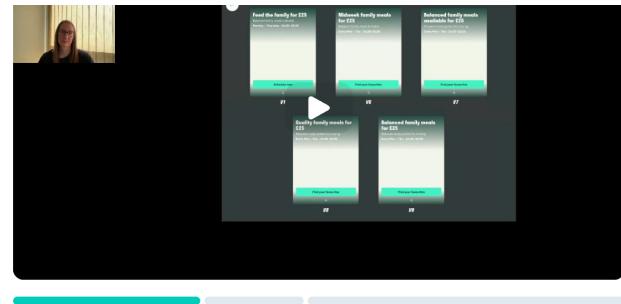
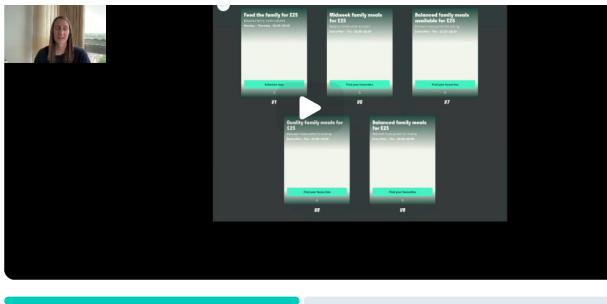
- Balanced family meals included appealed to those looking for balanced meals, but didn't resonate with those more focused on convenience and sceptical whether meals would deliver on being balanced
- **Midweek meals makes it clear that it is only available during the week** and that is an important message
- **Sharing was somewhat polarising**, as for some family meals are all about sharing, but others do not share food and have different tastes within their family, so for them this message is not appealing

Sharing is important to some:



But for others sharing is the wrong message:



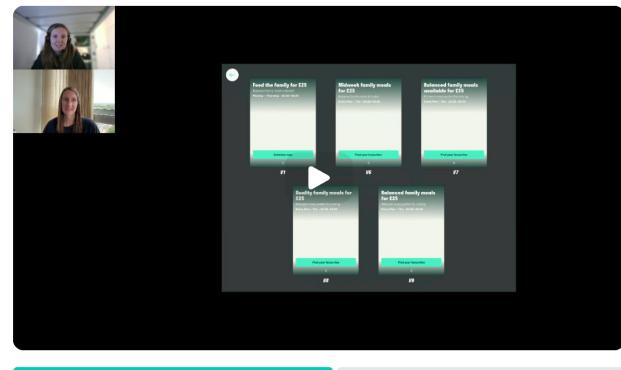
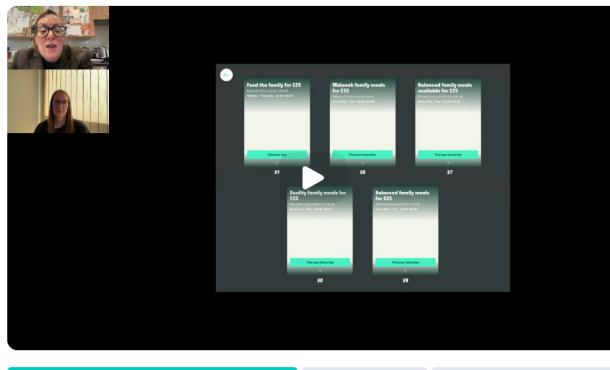


## Call to action

- ⌚ Scheduling a takeaway would be a big change in behaviour vs. what people are used to, so asking them to change when they order to weekdays not just weekends, and how they order may be too much at once.
- ⌚ Some people are open to the idea of scheduling in advance and planning a midweek takeaway into their week, but others see the benefit as being an option for when they're really busy and need a quick solution, so planning wouldn't make sense in those cases

### Schedule now

- **Brings awareness** that it is possible to schedule in advance, but may make people think it's not for now
- People **aren't used to scheduling takeaways** so this would be a big behaviour change, but some are open to it



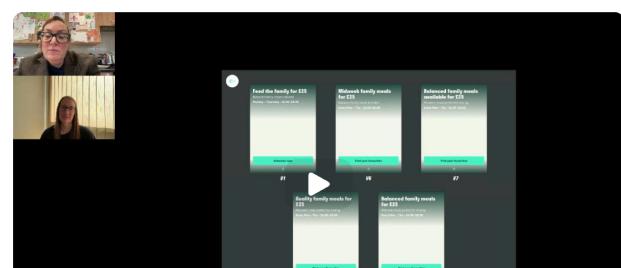
## 2. Trust

Overall the participants have a high level of trust in Deliveroo, and the only questions that came up around trust were:

- **£16 price point** - did bring up some questions around whether there would only be one option at this price and everything else would cost more (*and people were happy with the £25 price point so may not be worth the risk of using £16, unless most options are around that price*)
- **Quality** - Raised questions about why it's necessary to say it's quality when then should be a give, so less trust when using this language
- **Balanced** - This increases trust for some and they believe Deliveroo would deliver on it, but others did not trust that the meals would be balanced so it raised a lot of questions

**"I think all of them seem realistic and like something I could imagine on Deliveroo." - Samantha**

**"I don't see them as any different on that level. Like, I trust Deliveroo that there would be some options that would be £16. So I would say if I had**



**to say again, be three, because, you know, I wouldn't really separate them out on trust." - Nick**

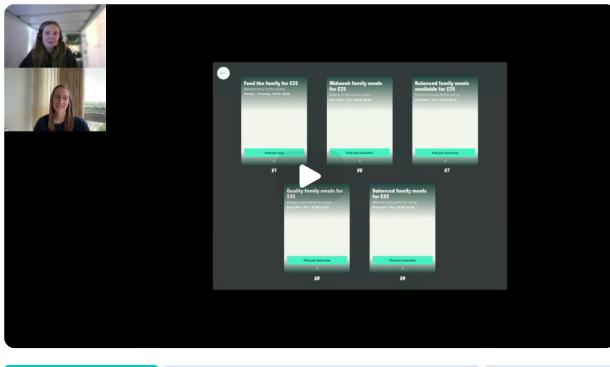
### 3. Timing

- **Midweek family meals as a headline (V6) made it clearest that this is Monday-Thursday** and 3/4 who saw this version noticed it (one it was their first card, and the other 2 didn't spot it until they saw this card)
- The person who saw V2 first spotted the days and times and interpreted it correctly
- **Most people didn't notice the timings until a few cards in** when they had seen the bulk of the information a couple of times, so it seemed to be more about the repetition than the version
- 5 people did notice the days and times and got them correct, but **3 only noticed the days not the times**
- Despite reading Monday-Thursday, a couple **people later on talked about it being Monday-Friday**, so seemed to have absorbed that it was weekdays (even after discussing the days and mid-week messaging)
- "I didn't notice the timing, I just saw the midweek" - Anna

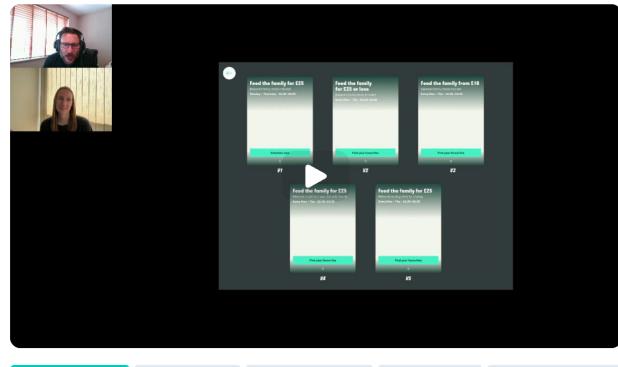
"I would make it pop a lot more. It's very subtle, don't get me wrong. Legally, I'm sure that they've done everything that they need to do. But you know, quite often you speed read things and let's be honest, people we take out, you are speed reading it because that's the whole point, because it's takeout." - James

⌚ Opinions were split of the practicality of the timings, with some usually having dinner during that window, and others needing it earlier or later. People would not be prepared to adjust when they eat to fit the offer, so for some they would not use it with the current timings, but increasing the time to end at 7pm would make it feasible for more families.

#### Timings work



#### Timings would be an issue

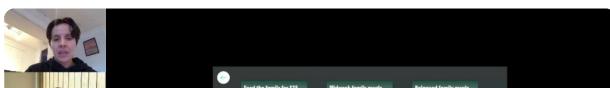


### 4. Would people try a midweek Dinneroo?

All of the participants we spoke to could see themselves trying Dinneroo, with some talking about planning it into their week, and others only considering as something they would do spontaneously.

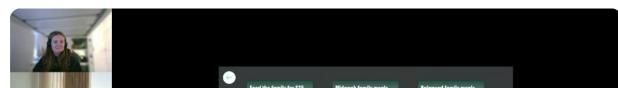
#### Yes - would plan it

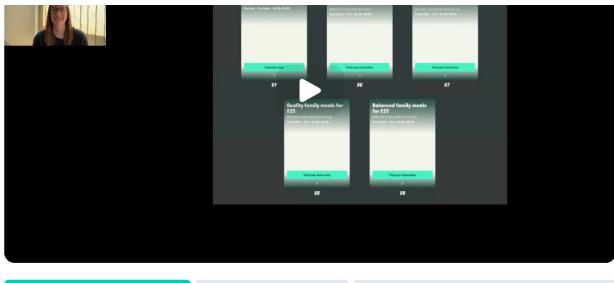
- Some people would plan for a night they know they're busy, such as when kids have afterschool activities
- To give themselves a planned night off cooking during the week



#### Yes - but would be spontaneous

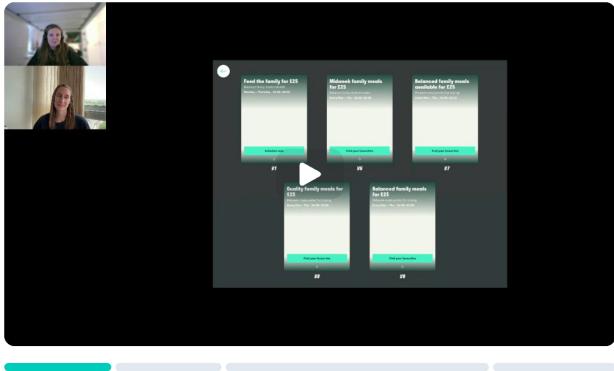
- Would remember this as a good option for when things get chaotic or their meal planning goes off-track
- For most people we spoke to, the £25 price point makes it a feasible option that they could use when they're busy





## 5. Recommendation

People would present this offer in a positive light to their friends, and believe that it's easy to understand what it is.

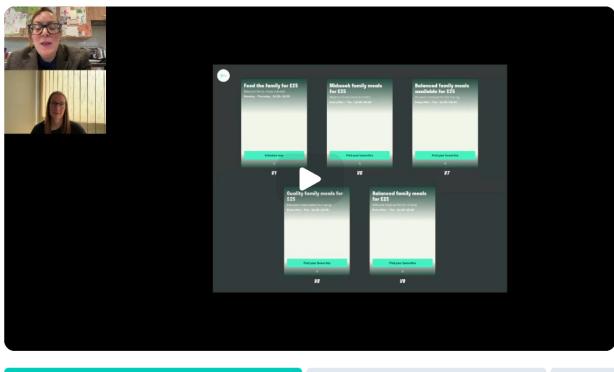


"I would just be like, oh, if you're ever short on time, you know Deliveroo have a great family bundle" - Laura

"I'd say, have you seen Deliveroo's offer of like, the family meal deal? And I'd just say it's like, you pick it, there's like, I'm making this in my head because you haven't shown me what it looks like, but I'd probably sell it because it sounds quite exciting, like, oh, there's 10 dinners, you just pick which one and they just bring you four portions of it. It's dead easy." - Terri

## 6. Tone of voice preference

People see this as something to help them out when they're busy and stressed, and the **main benefit they would get is time saving and ticking off the job of sorting dinner**, so would prefer messaging that emphasises this.



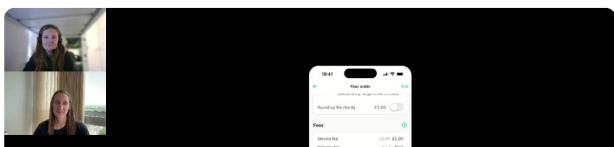
"It should be like that snappy thing, like feed the whole family or like, you know, one click meals for the whole family" - Terri

"I'm kind of making, you know, a bit of a joke on it because every parent's stressed, really, like stressed, and there's chaos basically most days of like, sort of surviving. So it could be like lifesaver meal deal or something like that." - Nick

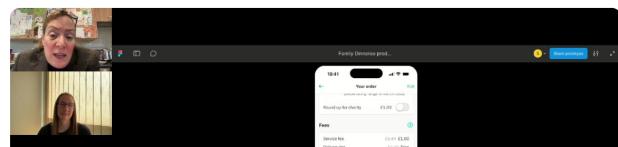
## 7. Final bill

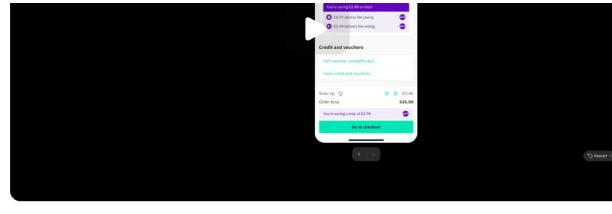
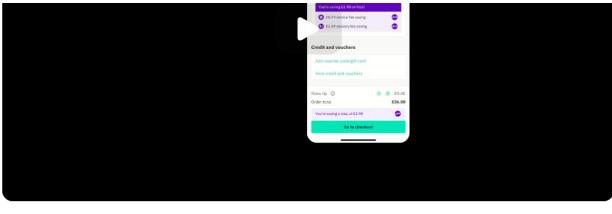
- Generally people were happy with the final bill and did not mind about the additional fees, whether they had Deliveroo Plus or not
- The loyalty offer of £25 off after buying 3 family Dinneroo meals caught people's attention and was something they would look into and would likely encourage them to order

Final bill and fees are in-line with expectations



Loyalty offer is appealing and people want to find out more





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