

Case Studies

*Short summaries of examples
of the work we do for our
clients to showcase our
methodologies and share the
results obtained for our clients.*

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A Publication of



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CASE STUDY: Brand Repositioning in CPG

Challenge

A successful Global Consumer Packaged Goods (CPG) company, was looking to enter a totally new sub-segment of the category in which they were leader with several brand variants. The segment was enjoying rapid growth with many new players entering it that didn't have the client company's positive image.

Methodology

- ❖ Market analysis of all available information, including portfolio variant mapping, retail audits, U&A studies, brand equity, segmentation, purchase journey mapping
- ❖ Category message landscaping of all communications
- ❖ Social media scan of multiple brands & languages

Findings

- ❖ Client's brand had lost relevance due to new competitors with more modern & trendy approach to communications
- ❖ Opportunity identified for new brand and positioning, in line with developing societal trends
- ❖ Possible repositioning opportunities identified for current variants

Results

- ❖ New brand to be launched end 2014 / early 2015
- ❖ Adaptation of current communication in line with identified societal trends
- ❖ Brand variant positionings being revised



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CASE STUDY: Innovating Innovation in CPG

Challenge

Outdated innovation processes in a Consumer Packaged Goods (CPG) company, offered MULTIPLE opportunities to define and embed new thinking.

Methodology

- ❖ Review of current innovation processes
- ❖ Interviews with Management, R&D, Marketing, Sales, Marketing Services, Market Research & Insights
- ❖ Expansion of innovation levers, by identifying new untapped opportunities and target customer segments
- ❖ Development of 1-Day training course to embed new processes

Findings

- ❖ Innovation constrained by R&D & their technical skills
- ❖ Lack of deep customer understanding societal trends & knowledge of their future needs / desires
- ❖ Outdated innovation processes & no formal review of them
- ❖ Low awareness of alternative innovation levers available
- ❖ No innovation training given to expand concept development

Results

- ❖ Extension of innovation levers to new areas of thinking
- ❖ Revamped innovation processes starting from customer's perspective
- ❖ Regular customer connection sessions organised for R&D



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CASE STUDY: Pharma Corporate Image

Challenge

Identify the company's corporate image in its competitive landscape and define an action plan to impact equity & improve sales growth.

Methodology

- ❖ Desk Research to review competitive set, sales, market share, advertising, promotions, geographical bias, medical bias, patient bias
- ❖ Interviews with Sales, Marketing personnel to identify current knowledge & hypotheses
- ❖ Market Research amongst specialist customer segments to uncover latest opinions and information
- ❖ Brainstorming workshop to identify competitive tools to impact positive image progression

Findings

- ❖ Strong but limited image amongst target professionals
- ❖ Difficult competitive environment
- ❖ Several opportunities identified to impact image using under-utilised media

Results

- ❖ Happier Sales teams as challenging environment recognised by management
- ❖ New media adopted that had above-average impact due to low competitive usage
- ❖ Improved image metrics & sales the following year



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CASE STUDY: Improving MR&I Dept. Impact

Challenge

A Global Beverage company's Market Research & Insight Department wanted to improve their impact within their organisation. They wanted to increase their insight development and make sharing across the organisation easier.

Methodology

- ❖ Internal interviews with all team members & identification of challenges
- ❖ Review of current internal processes both for insight development and others into which the insights fed
- ❖ Two 1-Day workshops on Insight Development and Increasing Impact were run amongst teams from both market research and marketing

Findings

- ❖ Insight development process was used only sporadically and by market research alone
- ❖ Market researchers had too little interaction with other departments, including management & marketing
- ❖ Improving the insight development process increased confidence in giving recommendations

Results

- ❖ Optimised insight development process followed across all departments within the company
- ❖ Head of department & several members were promoted
- ❖ Both innovation & brand positioning were enhanced



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CASE STUDY: Call Centre Optimisation

Challenge

A successful Global Consumer Packaged Goods (CPG) company, was looking to make better use of the information coming from their call centres. They wanted to integrate this into their other data about their consumers, for improved understanding & insight development.

Methodology

- ❖ Internal interviews with call centre managers, marketing, innovation, planning departments worldwide, to understand the current call centre processes
- ❖ Identification of other internal projects which could impact the success of call centre optimisation
- ❖ Recommendation to the board of the needed changes and upgrades

Findings

- ❖ Three other projects impacting the call centres were being run without the other departments' knowledge
- ❖ Similarities and differences found across markets in call centre processes and tools used to manage information
- ❖ Several quick fixes made before project went for board approval, enabled us to confirm a large & positive ROI

Results

- ❖ Optimised call centre, even before larger project started, resulting in increased consumer satisfaction scores.
- ❖ Obtained board approval for multi-million investment

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