

SHOPPER&RETAIL

CLIENT

A Global Food & Beverages Major

THE CHALLENGE

The company had identified an unconventional channel as an opportunity for placement of their brands and held certain hypotheses regarding shoppers at the channel and competition to the channel.

OUR APPROACH

Based on available client data, Brandscapes analysed the profile of shoppers at the channel, their reasons for shopping, store perceptions and basket content in a competitive context.

THE WINNING INSIGHTS™

Brandscapes identified that the channel was catering to a different profile of shoppers than the “defined” competition and therefore had its own niche. The analysis clearly identified who the target shopper was, sized the opportunity for the channel, and identified the focus categories (client and other) for the channel to drive revenue.

THE RESULTS

The Winning Insights led to more sharply defined strategy for the new channel in terms of whom to target, the key behavioral outcome desired, key improvement areas and opportunity areas for the clients’ brands.

BRANDSCAPESWORLDWIDE

Winning Insights™ for Profitable Growth

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