INSIGHTMINING

CLIENT

Global food & beverage manufacturer

THE CHALLENGE

As part of their planning process, this client wished to identify and explore their brand's growth prospects. Would future growth come from growing target populations, through penetrating the category, through increasing consumer transactions with the brand, or through increasing the amount spent/ consumed in each transaction? Was it possible to quantify these opportunities?

OUR APPROACH

Brandscapes used population statistics and existing brand track research to estimate future growth using a technique called the PITA model, where PITA stands for Population, Incidence, Times and Amount. The product of these four elements was derived as the sales volume or revenue. The model estimated future growth for the brand from each PITA element. This was further captured in a 'what-if' tool that allowed simulation of different growth scenarios.

THE WINNING INSIGHTS™

Brandscapes helped the client isolate the future growth potential from each PITA element. The simulation tool allowed users to refine their estimates by building several growth scenarios, based on different assumptions of investment for growing brand penetration or transactions.

THE RESULTS

The analysis helped the client clearly define PITA growth targets and plan marketing strategy to best achieve these targets.

BRANDSCAPESWORLDWIDE

Winning Insights™ for Profitable Growth