



## CLIENT

Global food & beverage manufacturer

## THE CHALLENGE

The client conducted monthly brand track research for its brands across 60+ global markets. The issue was that the frequency claimed by consumers in the brand track, varied greatly from actual consumption per capita as measured from sales. Some geographies had a greater bias than others. The challenge was to harmonize research by neutralizing cultural biases in research claims to better reflect actual consumption.

## OUR APPROACH

Brandscapes studied the bias across geographies, over time, across beverage categories and brands. It was noticed that there were consistent patterns in markets over-claiming and under-claiming their consumption behavior. Brandscapes then identified several factors that may have led to this bias in claims. One of the factors was the cultural bias. The bias was then modeled against these factors using multiple regression.

## THE WINNING INSIGHTS™

Brandscapes identified the causes for biases across geographies. Using the model predicted values of the bias, a Calibration Factor was devised for each market that was used to harmonize claimed consumption.

## THE RESULTS

The client used the calibration factor to eliminate research bias from a brand consumption measure in multi-market comparison scenarios. The project led to a deep understanding of underlying reasons for research claim bias, over and above culture, that could be rectified in the long term.

# BRANDSCAPESWORLDWIDE

Winning Insights™ for Profitable Growth

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