



CLIENT

Global food and beverage manufacturer

THE CHALLENGE

The client brand was growing buoyantly in this MENA market and all brand health measures were robust. Yet the brand was steadily losing regular consumers and brand growth seemed to be coming from less frequent consumers. The client approached Brandscapes with this conundrum, since internal attempts to solve it were unsuccessful.

OUR APPROACH

Brandscapes looked at the problem not merely as one of the brand. The market's socio-economic trends, retail developments, lifestyle changes, beverage category developments, consumption habits for several categories were studied, along with deep dives into the brand and its category.

THE WINNING INSIGHTS™

Brandscapes discovered that the problem was not one of the brand alone. The market was witnessing changes on multiple fronts. Affluence, ageing, emergence of modern retail, the advent of new beverage category options and a plethora of new brands, had given the consumer a whole world of new and visible choices. Thus all categories were losing daily consumers and yet growing. These market development phenomena, topped with pricing and packaging developments within the brand-category contributed to the brand's daily drinker loss. Brandscapes then recommended growth strategies to counter this loss.

THE RESULTS

This resulted in a holistic understanding of the problem and an actionable resolution ensuring the brand's future growth.

BRANDSCAPESWORLDWIDE

Winning Insights™ for Profitable Growth

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