



CLIENT

Global foods manufacturer

THE CHALLENGE

The client was a market leader in all its key markets and future growth from share gain within the category looked bleak. However, there was a lot of room to grow in 2 contiguous categories. The challenge was to build a market development plan for growth in these 2 categories.

OUR APPROACH

Brandscapes collaborated closely with the Insights team at the client's end, reviewed data from a large number of varied research studies, and synthesized the learnings into an actionable framework.

THE WINNING INSIGHTS™

Based on the framework, Brandscapes identified 3 market clusters for growth. One, where growth would come from category recruitment, the second where growth would come from growing occasions of use and a third, where growth would come from driving category value. Each market was studied in depth for detailed route-to-market recommendations.

THE RESULTS

The outcome was a global growth strategy that would eventually lead to the R&D brief for product development and market development business plans.

BRANDSCAPESWORLDWIDE

Winning Insights™ for Profitable Growth

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