



CLIENT

Global Food & Beverages Company

THE CHALLENGE

The company's brands were under-performing in a leading chain of fast-food restaurants. The challenge was to devise a strategy to maximize brand performance in this fast-food chain.

OUR APPROACH

Brandscapes analyzed the data already available with the client to explore:

- Profile of the fast-food restaurant's customers in terms of demographics and life-stage.
- Distinct motivations & needs which drive customers into the fast-food restaurant
- The dominant occasions where customers order beverages with their meals.
- Linkages between food items and beverage items in the menu – to establish which beverages go better with which food items.
- Relative strengths and weaknesses of the fast food restaurant chain, as compared to its competitors
- In the same market, we also studied the needs and benefits that drive consumers to our client's beverage brands.

THE WINNING INSIGHTS™

- Identified synergies between the client's beverages brands and the fast food chain in terms of customer preferences, needs and benefit satisfaction and customer segmentation.
- Based on regional preference patterns, we were able to identify the lead beverage brands for each region.
- Based on the pack mix analysis, we were able to identify the winning packaging formats for each beverage brand.

THE RESULTS

- Made a strong business case that convinced the fast-food chain to stock more of the client's beverage brands in their outlets
- Sharper fine-tuning of beverage portfolio for each region led to a better off-take of beverages, with positive impact on the fast food chain's revenue
- Modification of the pack mix strategy led to better off-take of beverages, with positive impact on revenue.

BRANDSCAPESWORLDWIDE

Winning Insights™ for Profitable Growth

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