

Case Studies

Consumer Package Goods



Leading Food & Beverage Company

Snack brand growth and market share in the West Region was not on par with the rest of the regions.

Quick Stats:

- 4 Regions
- 600 Retailers
- 150 Sales Team / Distributors

Approach:

- Implemented questionnaires working with the Sales / Distributors / Retailers from different regions
- Conducted the Studies with the Sales Team / Distributors / Retailers
- Detailed analysis using TriestAI insights generation to process thousands of feedbacks and identify key insights using Text Analytical engine

↑ #3

Brand moved to # 3 from # 5
Highest Growth and Market share achieved for the Brand in the West

Issue:

Client's snack brand growth and market share in the Western Region was number 5 in the Category and not up to part with the rest of the Regions. The objective of the Study was to identify key insights and action points / solutions to achieve market leadership in the West for the brand.

Impact:



Brand & Packaging

Urgent need to increase pack size and product quantity and refresh pack graphics



Communication & POS

Current creatives confusing with low impulse value – fresh communication required emphasizing taste, impulse and healthier alternative



Promotions

Category is heavily promoted with extremely competitive, brand needs annual calendar of constant promotions



Sales SOPs

Comprehensive programs on number of calls, strike rate, channel specific initiatives



NPD / Innovation

Specific new flavor variant unique to client to be rolled out in the West