



FMCG case study – category expansion

Our client's problem

How do we identify and prioritise growth opportunities and develop practical strategies for each of the most promising?

Approach

Given the significant investment decisions the project needed to support, creating alignment up front was critical to success. We embarked on rapid immersion and analysis of existing insight combined with stakeholder workshops to develop hypotheses and unite expectations.

Then we filled knowledge gaps with primary research:

- Robust quantitative study in 4 markets
 - 12,000 households
 - 130,000 meal occasions
- 3 stage process
 - Potential drivers
 - Consumption deep dive / diary
 - Brand and category assessment

Outcome

We created a needs-based segmentation which lives and breathes within our client's organisation.

By using our GameBoard framework, we helped our client:

- Optimise the category with retail partners
- Identify the most fertile innovation spaces
- Pinpoint brand stretch opportunities

