

How One Consumer Goods Manufacturer Used an Agile Attitudes & Usage Study to Understand an International Target Audience

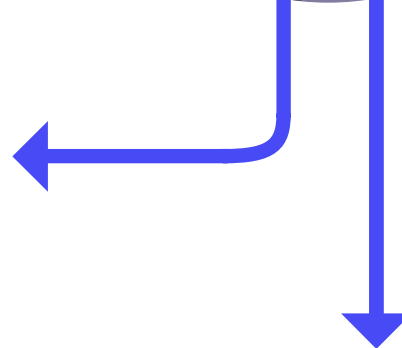
“

Agile A&U was a good fit for us. Many times, we're trying to get business or distribution and we need to show the value of understanding the shopper we're servicing.

Market Research Manager
Consumer Products

Background

The product team within a consumer goods manufacturer was looking to gain the business of a major retailer in Europe to be their global supplier of oral care products. The product team needed to know more about this audience to demonstrate their expertise in the category and international market in order to secure a business partnership with the retailer. More research was needed, but the team had a tight timeline and small budget to work with.



The Solution

Going into the research, the team had a hypothesis: People who have previously purchased or used oral care products in Europe are likely to seek out a product very similar to what they're already familiar with. The team had concerns because its product isn't similar to those currently offered in country. Both the appearance and functionality are different, so they needed to ensure consumers wouldn't be apprehensive about the efficacy and benefits of the products.

The Research

The product team worked with the GutCheck research team to conduct an online Agile Attitudes & Usage™ study to answer two key questions: How can this major retailer attract consumers who are already used to certain brands and products? What can the retailer offer / message in order to attract these customers?

An Agile A&U is a quantitative study with up to 20 questions used to explore consumer attitudes, usages, habits, practices, and behaviors. Survey clicks were balanced to population level data on age, gender, and region to ensure a natural fallout of this sample. A total of 300 consumers were included in this research.

The Research Objectives

Understand the following attitudes and behaviors among the european audience

- Oral care products purchased & reasons why
- Location of purchase & reasons why
- Reasons for/against shopping at major retailer for oral care products
- Ranking of claims





The Results

Within 10 days, the product team gained several key insights they were able to share with the sales team, marketing team, and retailer.

- When shopping for oral care products, consumers are looking for a certain kind of store experience and selection of products.
- Product recommendations from doctors or friends/family were much more important for one subgroup than the other.
- One subgroup of consumers was significantly more likely than the other to consider the major retailer for oral care products.
- There were two brands both consumer subgroups would consider purchasing.

In addition to the above findings, the product team was able to prove its offering did in fact fit the buying profile of the target audience. The results helped the team get to the bottom of how people are making decisions and what's important to these consumers in the category. Further, the product team was able to use this information in their retailer presentation to demonstrate a strong understanding of their audience to build a successful partnership.

“

There are initiatives that arise where we need to understand things other than how a consumer responds to a concept, where we need to understand the dynamics of product usage. This research helped us do that, which was the biggest benefit.

Market Research Manager
Consumer Products



www.gutcheckit.com

We pioneered agile audience intelligence to provide clients with multi-layered, actionable insights that enable them to accelerate time to market and compete with disruptive brands that steal share. Our technology-enabled solutions and experts use a connected data approach to deeply profile specific audiences, helping clients activate successful consumer-centric strategies.

877-990-8111
info@gutcheckit.com

FIND US ON

