

# Smart Advise Case Study

Segmentation, Targeting  
and Positioning

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## JOBS SEGMENTATION, SOCIAL LISTENING, BEHAVIORAL ANALYTICS FOR A LEADING FMCG GIANT

### OBJECTIVES

Identify new product innovations, customer segments, value propositions, and mix of visual assets that best bring to life the brand vision

Analyse current brand architecture and identify the right communication hierarchy in line with consumer jobs, in combination with their social comments and drivers of behaviour choice

Include packaging design/structure among the assets along with new innovations for product and promotions

### STRATEGY

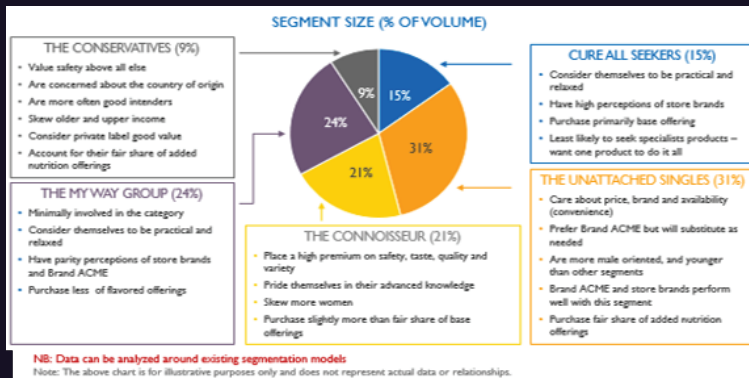
A sample of approximately 5,000 category users were surveyed online. Smart Advise obtained unstructured data from social media, as well as individual shopper purchase behaviours over a three-year period

33 drivers of consumer motivations were identified from social listening and other qualitative research and evaluated using Maxdiff Analysis. Of these 33 drivers evaluated, the 18 were shown to be key to explaining the drivers of choice and market structure

Consumers were classified into five unique segments, each with distinct behaviours, attitudes, and mindsets

Key attributes of consumer jobs were analysed using predictive analytic techniques and unstructured data approaches to form the pillars for the Value Proposition

# STRATEGY



PROMOTIONAL ACTIVITIES	PRICE PROMOTIONS	PACKAGING REDESIGN
<p>Healthy hydration for all your family</p>	<p>SAVE \$1.00 Brand X WATER Now You Can Buy 4 for \$10.00 CLIPPED</p>	
<p><b>KEY MESSAGING</b></p> <p><b>First we make it pure...</b></p> <p>Every drop of water in every bottle of Nestle Pure Life® Purified Water goes through a multi-step process of filtration that removes chlorine, copper and lead. We then enhance the water with a unique blend of minerals for great taste.</p> <p>Visit us online: <a href="http://www.purelife.com">www.purelife.com</a></p> <p>©2011 Nestle USA. Nestle, the Nestle logo, Purified Water, and the silhouette of a bird feeding its young in a nest are trademarks of Nestle USA.</p> <p>Learn about the advanced filtration process that ensures the high quality of Nestle Pure Life.</p>		

# RESULTS



Smart-Advise helped identify gaps that existing products were not addressing. This led to successfully designing new promotions

By demonstrating that a substantial number of shoppers would abandon the brand if removed from shelves and were willing to pay a premium, as it addressed their needs, a large retailer using these analytics decided not to remove the brand from their shelves but provided additional space for new innovations

# Case Study

## Pricing Insights

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### AN OPTIMAL PORTFOLIO ARCHITECTURE STUDY IN MFD CATEGORY TO OPTIMIZE THEIR PRODUCT PORTFOLIO FOR A GLOBAL FMCG CLIENT

#### OBJECTIVES

- 1) Gain/loss to the brand's business goals due to change in price for SKUs of own brand and those of competitor brands
- 2) The optimal portfolio that maximizes revenue while minimizing the cannibalization within different flavors and variants of own brand

#### STRATEGY

Smart Advise Implemented Optimal Portfolio Architecture Approach, a combination of conjoint and MMM to build an optimal portfolio. Reviewed past market mix models done by client for the price elasticity numbers which were utilized for calibration. Smart Advise ensured an accurate representation of the sample to category population to meet the objectives through following options:-

- 1) Introducing different pack and price levels for the brand
- 2) Analyzing impact of increase in price per SKU and De-grammage of SKUs
- 3) Evaluating the impact of type of pack aging and premium charged for it

# STRATEGY

After evaluating the impact of price sensitivity, consumer preference, cannibalization within portfolio and with competition, SA built scenario recommended for the client

Two scenarios were chosen in consultation with client during workshop which involved

Addition of a lower grammage SKU for main brand and Mid-sized grammage SKU for a variant

Pricing were recommended for the whole portfolio to ensure value gains to consumers for better penetration to revenue gains

## RESULTS

There was significant increase in terms of number of packs / transactions, sales volume and total revenue for the product portfolio