

Consumers will buy a new offer if they find value in it that their current solution does not have

See how our client's innovation delivered this consumer truth and offered strong sales potential



OBJECTIVES

- ➔ Grow consumption of core category by extending consumption occasions
- ➔ Improve convenience through new pack format
 - ✓ Assess market potential for an added value ambient food product
 - ✓ Evaluate if its ease of use and ability to keep fresh for longer after opening can support a premium price

Does the potential justify the capital investment required? Would a higher investment pack format support the additional investment?

APPROACH



➔ Volumetric assessment with **Market Shaker®** for improved predictability. The approach:



Integrates the right context for purchase through a realistic shopping situation



Considers each buyer as unique throughout the entire modelling process



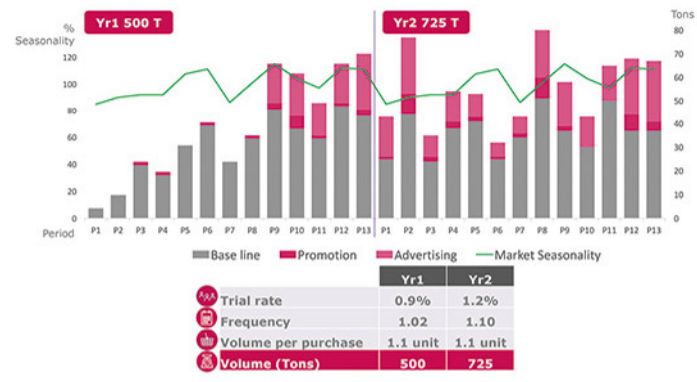
Recreates the multitude of individual behaviours with powerful AI

➔ Volumetric approach to predict behaviour by projecting consumers into their shopping and usage situations

- ✓ Accounts for how individual shoppers shop
- ✓ Competitive evaluation representing the market and channel

➔ **Market Shaker modelling:**

- ✓ Reconciles existing retail and consumer panel data
- ✓ Creates a virtual consumer panel by applying AI algorithms to the research data
- ✓ Calibrates the virtual panel with the market data to replicate the current situation
- ✓ Projects behaviour of tens of thousands of consumers from launch over the first 2 years with powerful AI



RESULTS

- ➔ **Happily for our client, the option needing less investment offered a clear volume advantage. The alternative format did not enhance the benefits of the offer and its higher price point inhibited volumes**
- ➔ The winning format/price bundle offered:
 - ✓ Strongest concept appeal
 - ✓ Strongest product performance
 - ✓ Potential to add value to the overall brand with limited cannibalisation
- ➔ The packaging design was highly appreciated and fitted well with the brand
- ➔ There was a concern about stand-out. Optimisation of POS communication was recommended to aid stand-out in the competitive environment

The product has been launched, has successfully built distribution across the major retailers and has been supported by a major TV campaign

“ The Strategir model stands out for me because it has been able to factor in the complexities of our category perfectly through the rigour and emphasis placed on the “at shelf” element of the research. The end result is high level of concept feedback plus a volume forecast built in a robust and realistic way. Very impressive ”

Group Marketing and Innovation Director, Thai Union
 Thai Union is a global seafood leader and the leading branded seafood company in Europe. The group own the Petit Navire, John West, Mare Blu, King Oscar, Rügen Fisch and Mer Alliance (chilled) brands