Sharp Shopper Focus in action: New Food Product Launch

Problem

- 8 weeks after launch, new product fails to meet targets
- Expensive and slow to survey trialists and repeat buyers by traditional methods
- Risk of de-listing if not sorted quickly!

Solution

Sharp Focus

- Target purchasers (very low incidence)
- Pre qualified sample
- Fast
- Robust

✓ Motivations to purchase
✓ Consumer language
✓ Product performance
✓ Non-buyer awareness
✓ Barriers to purchase

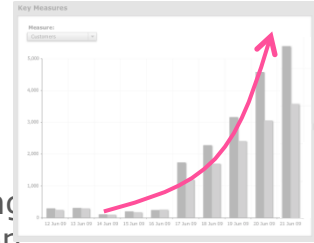
Insight

- Product perceived as expensive (due to pack size)
- Non-buyers unaware of product
- Identified attributes that create differentiation
- Positioning and communication issues pinpointed
- Issues with pack size and formats

Action

- Targeted ad campaign to encourage trial
- Improvements made to positioning and communication
- Revision of pack design

Outcome



- Insight for the future
- Retailer satisfied

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