



SITUATION

An international consumer goods company wanted to understand the dimensions contributing to brand love, to detail the behavior of premium category purchasers, and to gain a nuanced understanding of their brand's prime prospect.



ADM Insights & Strategy METHODOLOGY

Quantitative Attitudinal and Behavioral
Segmentation Survey, Online
Semi-structured Small Group Discussions,
and Comprehensive Literature Review



RESULT

Insights gathered empowered the team to determine the most relevant messaging and cues for in-store displays, to select culturally relevant brand partnerships, and to refine their prime prospect/ consumer target for new campaign development.

Consumer Products

