



Utilizing insight techniques to help a B2B company focus its retail marketing position and increase B2C sales



Objective

A successful B2B business wanted to develop a fresh strategy to increase its B2C store sales by taking share from the competition.



Methodology

We used three insight techniques to develop a new strategy:

- A category communications audit pointed out inconsistencies and competitive best practices.
- Regional trials were conducted among loyalists and trier/non-loyalists to identify barriers to shopping.
- A quantitative brand assessment was conducted among the target market to prioritize consumer segments to target.



Outcome

By recognizing the brand lacked top-of-mind consideration and was lagging behind other retailers in owning its own brand position, the management team was able to focus on one marketing position for retail without offending the B2B franchise.

Close the gap between what you think and what you know.