

CONSUMER PRODUCT

CASE STUDY



AT A GLANCE

CHALLENGE

- Originally focused on wholesale distribution of disposable razors
- Desire to shift towards direct-to-consumer sales
- Required a comprehensive brand and product portfolio strategy
- Aim to enter the US consumer market

SOLUTION

- The agency engaged Attadale Insights powered by Vennli for their market research expertise and advanced technology
- Conducted brand and product-level analysis
- Identified clear differentiation points among competitors

KEY INSIGHTS TO DRIVE BETTER DECISIONS

In less than a week, our highly talented research team developed primary research and collected responses from:

239

High-earning, urban dwellers, who regularly use manual razors

And presented our agency partner with these insights:

Chose a gender-agnostic option

75%
of Men &
62%
of Women

When testing whether or not gender exclusivity was a consideration in most consumers' purchase journey, results indicated that this was NOT a strong market factor, validating the proposed strategy

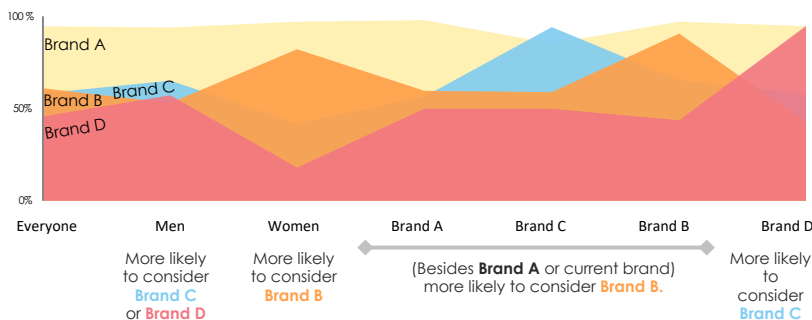
'Modern'
'Honest'
'Expert'
'Confident'

Were the personality characteristics most likely to resonate with potential clients when crafting brand messages

Strength Mapping

The weakest competitor performed poorly in all the categories examined: Performance, Brand Agnosticism among users, and Switching

People consider purchasing Brand A more than any other brand. Secondary brand varies by segment.



RESULTS

Our team used insights from custom, primary, and voice of the customer data to validate the agency client's proposed product strategy. This allowed the client to isolate their primary competitor when entering the US consumer market as well as identify the brand characteristics and product features to drive a differentiated positioning and messaging strategy. These insights powered a campaign that led to a successful entry into the US market.

