

BUSINESS SITUATION

- A leading health care client needed to understand whether merging their two leading variants and stretching brand equity to meet new states of category growth drivers would be more competitive against quickly growing private label brands.

FRAMEWORK & APPROACH

- A comprehensive, meta-analytics solution integrating insights from segmentation data, Habits & Practices data & brand equity data was conducted.
- Key need-states for a variety of consumer segments were identified and brands were overlaid in the market to identify white-space potential.

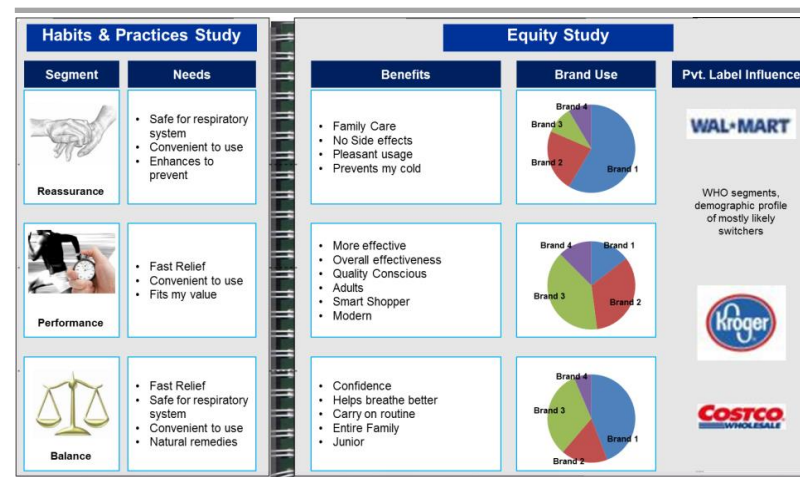
RESULTS

- Growing white-space opportunities were identified that showed the brand had potential to stretch their equity and address evolving consumer needs.

Key Need-States for Four Consumer Segments Overlayed by In-Market Brands

	Need Less	Need More	Consumer Need States			
Consumer Segments	Fast	Safe	Convenient	Natural	Prevention	Value
Segment A		Brand A	Brand D		Brand C	
Segment B	Brand A		Brand C			Brand E
Segment C	Brand B	Brand D	Brand F	Brand F Brand G		
Segment D		Brand C		Brand G	Brand E Brand F	

Insights Linked From Multiple Datasets



Pharmaceuticals

Data Analytics