

THINKING OUTSIDE THE BRIEF

The challenge

A highly-differentiated confectionery 'challenger' brand was charged with attacking the brand leader. Initially they asked us to screen new flavour options and recommend which variants would be best for product development. But through interrogating the brief with the client, we realised that these decisions could have a major impact on the direction of the brand. In a market where novelty and variety add interest, news and momentum, the marketing team was in-fact faced with some key strategic decisions: which would be more successful in terms of consumer reach, branding, impact, visibility and potential share – extending the range using the existing positioning or creating a new range of sub brands?

The insight

Our approach was an online branding, consumer needs and image-led concept screener. All of that sounds complicated, but the result was that we recommended the best branding solution for the client. We demonstrated why this route had clear benefits for the brand, the extent to which consumers could see the products playing a role in their repertoire - and why. We also provided the team with the optimal and prioritised flavours with which to support the recommended branded solution.

Client benefits

As a result of our study the client was able to make a change in strategic direction for the brand and gain board level support and finances to do so. Six months after the project, the client had launched two new sub brands and flavours, and re-jigged the flavours for the main brand. Sales have grown by 11% in the last year.

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