

Rapid Customer Assessment

Assessing awareness of and feedback on flagship and new product development for rapidly growing consumer brand

Background and Objectives

A consumer brand growing at >400% annually had developed a multi-channel approach and grown into the direct-to-consumer channel with a strong culture of innovation and product development. Now, it seeks to better understand how to position itself through a deeper look at consumers' awareness and view of its brand and competitor brands, as well as through an assessment of commercial partners' feedback on selling the brand's product.

Approach

To collect consumer feedback, BCE designed and analyzed a survey to end-users who are familiar with the product category and the client's brand. This allowed BCE to measure consumers' awareness of the brand, perception of the brand image and personality, and how it is positioned relative to competitors.

At the same time, BCE conducted phone-based primary research with commercial partner sources on the role the target company's brand plays in their assortment, whether it meets these expectations, and threats and opportunities they see for the client's brand.

These two workstreams enabled BCE to identify a disconnect in the market between commercial partners who highly value the client's brand and consumers who are generally unaware of the brand and do not generally find it to be differentiated. BCE also mapped out its retail discovery process, and compared it to its competitors in terms of level of aided awareness, branded perceptions, brand personality, and brand associations.

Recommendations

BCE outlined key implications for the client's channel mix, marketing strategy, and how it approaches consumers. The physical retail channel will remain an important one for the client that it should continue to scale. Reinforcing certain elements of the brand personality and elements will be key in its marketing approach to continue to build consumer awareness. Clearly defining its consumers will be necessary to support this.

