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**GARAGE
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Enabling corporates to innovate like startups.

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***Native.** Leveraging tools consumers use every day to learn quickly, easily & efficiently about purchase habits, brand opinions and why they switch between a handful of brands in a highly competitive category.*

What was the challenge?

Our CPG brand team client had a few hypotheses about why one sub-line of their Mega-brand product was declining. A few of their other products were growing, but not at the same rate that the problem product was declining. So, they needed to understand what was really happening in order to decide the right course of action.

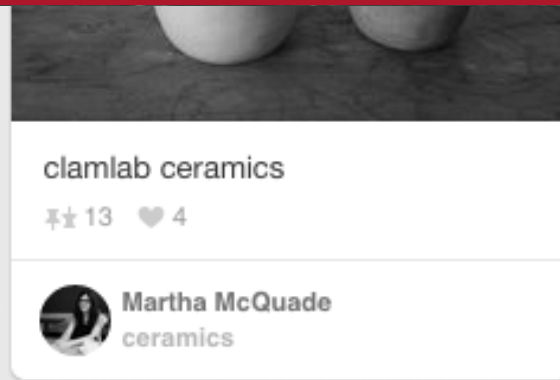
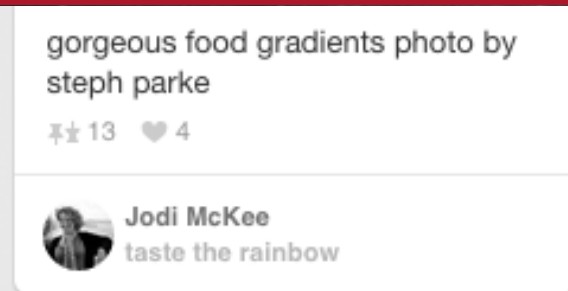
What did we do?

For just \$10K and over the course of a few days, we met consumers right where they interact and communicate every day...email. Open-ended questions targeted at users who had purchased the sub-line, and then moved on to other products, revealed better insight than a quantitative survey or focus group. Face-time interviews with a sub-set of consumers filled in some extra detail. Incentives were low, response rates were near perfect, and consumer answers were thorough, authentic and insightful. We created a real-time access spreadsheet of verbatims allowed the client team to follow along as responses came in. The approach was simple, pragmatic and personal.

What were the results?

The team was able to confirm a few hypotheses, refute a few others and uncover insight to help drive a recommendation forward about how best to leverage the product in question, as well as the products in the rest of the portfolio. And, they learned a good deal about the impact of high levels of in-store and price promotion, consumer perceived low levels of differentiation, and high levels of at-shelf confusion across products in the line-up. Consumer verbatims were needed influence for differentiation efforts.

Social. Smart and uber-efficient social media based ethnography enabled an aisle re-design with competitive advantage for a CPG brand and won the favor of a key retail partner.



Can't remember if I have pinned this before: 55 Cozy Small Bathroom Ideas Via Cuded



What was the challenge?

Our CPG brand team client wanted to provide insight for a key retail partner to help re-design the aisle for their portfolio of brands and products in a large category. The retailer had a few initial ideas about how to architect the aisle, as did the brand team, but collectively, they needed to get some consumer insight to drive both relevancy and differentiation. The desire was to make the aisle more shoppable and consumer friendly, in a way that drives regimen usage.

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What did we do?

For this low budget, fast turn-around project, we leveraged the power of social media to mine insights about how consumers shop, talk about and use products in the category. We explored consumer language and performed an ethnography across pinterest, facebook, forums and blogs. We compared the learning with analogs from other categories and aisles to create 5 consumer-relevant “formats” for the new aisle, recommending one relevant, differentiated stand-out option that was consistent with the equity of the retailer and channel. Total cost for this approach was less than \$7500 and turn around was just 5 business days to a highly visual report that the client could share with the retail partner.

What were the results?

The retailer and client team confidently moved forward to implement an aisle re-design, based on the recommendation from this smart, efficient research. The recommended re-design represents a \$2Million distribution opportunity for the brand team. The client team’s ability to share data and direct input from the consumer provided a competitive advantage in their vision of the store of the future, which the retail business partner successfully sold to his internal management for expansion. And, the brand team was able to open up a (previously closed) door to a semi-annual mod reset partnership with this retailer.

Smart. “Right-sized” desk research to illuminate category, technology, consumer and product trends to enable a CPG category leading brand to influence retail partners and plan product and marketing innovation.



What was the challenge?

Our CPG brand team client needed an updated look at trends that might impact their business. They wanted to be able to influence key retail partners and inspire proactive plans for product and marketing innovation. Previous updates were costly and/or time consuming. The team needed to move fast, had a limited budget, but wanted sales-ready materials they could share internally and externally.

What did we do?

Working across several publicly available data sources, we collected, triangulated and strategically assessed trends, data, inputs, thought leader perspectives, graphs, charts, forecasts, commentaries and reports. We identified and codified the top ten trends, and then brought them to life with clear, compelling data, in-market examples (similar to the connected device example above) and an engaging, modular report format that enables the client to apply and reapply trends individually or as a whole. As a bonus, we threw in a few less obvious trends to watch for longer term impact.

What were the results?

The result has been countless application of trends (and the visual and text materials) across sales presentations, initiative proposals, research reports, and “state of the market” presentations for internal audiences as well as with external vendors and customers. And, our client is thrilled, as she is seen as smart, efficient, thorough, forward thinking and well-informed.

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Helping companies and brands to innovate like startups through:



Insights via smart & scrappy market research

An entrepreneurial approach to building **Ideas**

Teaching corporate teams to innovate like startups

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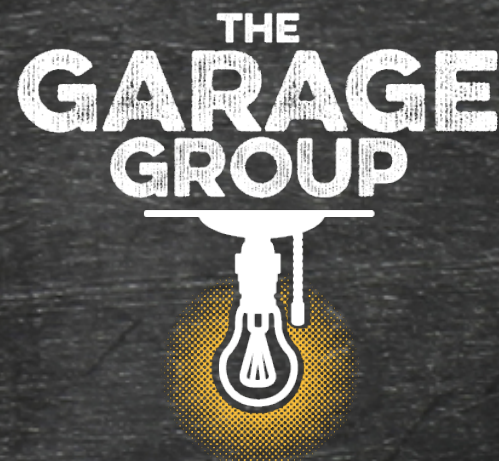


Our clients & expertise areas

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food & beverage
retail

consumer healthcare
financial services

commercial service providers



P&G

Heinz

STAPLES



Crest

Reebok



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