

CASE STUDY: SYNTHESIS FOR INTEGRATED INSIGHTS COOKING OIL

BACKGROUND & OBJECTIVES

Cooking Oil Manufacturer

Premium brand experiencing major share declines

Needed major restaging

Synthesis was the first step in the restaging process

METHODOLOGY

Client asked for analysis based on business drivers (illustrated below)



Integrated 14 previously conducted studies representing well over \$1 million

Merged consumer and trade information



RECOMMENDATIONS & RESULTS

Reformulate brand using healthier oil ingredient

Reposition to revitalize brand and address perceptual weaknesses versus major competitor

Identified key target (premium brand switchers)

Increase ad support and implement trial generating promotional program

Recommendations integrated in brand restaging plan approved by senior executives

Restage was successful – major volume, share and profit gains

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