

Summary One-Pager Project „Cerberus“

MARKETING OUTCOME

Range understanding

YES Clear understanding of product offer being mainly clustered by indication.

- All indications suit both brands beside indication III which is not convincing under this brand architecture.
- Brand A focus on indication I,II. B differentiates more through format perception. Country A is stronger in naturalness, B is more in indication I.
 - proceed with range idea, pack cues support it, communicate on key consumer's benefit expectations.
 - indication III needs a different brand home



Range optimization / stretch

YES brand stretch is possible for both brands into new indications and new ingredient route.

- Core indication remains I, stretch in II and III most promising.
- New future range enhances consumer reach by 15% (brand A) and of 22% (brand B)
- Natural line stronger associated with brand B.
 - proceed with global portfolio SKUs 1,6,9 and NBOs 2,4,5 and add local heroes 3,7,8.



Pack understanding / optimization

YES New design route / pack cues is more appealing, more dynamic, better able to communicate range idea, fits both brands.

BUT in strong competitive environment, new design should have even more eye-catching, emotionally involving elements to trigger more interest

- proceed with new design with slight amendments adding more emotional / modern elements (human cues, brighter colours ...) while keeping reassuring product message



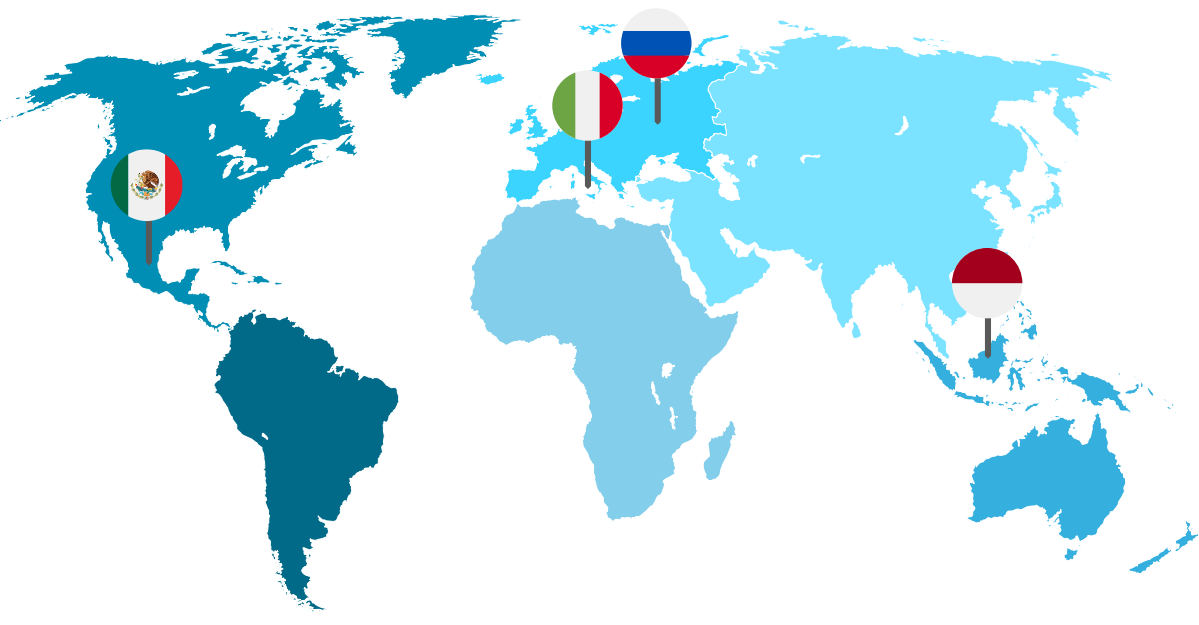
Activation / business potential

YES New future range is at parity or increases share of buyers / choice, brand / product recognition and overall attraction. Brand block display even enhances activation.

- Try to implement brand block shelf display both in developed as well in developing markets
- Support launch in new categories with consumer teaching / communication on new architecture / RTB / benefit esp. in strong competitive environment



GLOBAL COMPLEXITY



As-it state

- 2 cough brands of one manufacturer
- 2 different strategic targets (Needscope)
- 2 core indications covered (wet / dry cough)
- 1 ingredient route covered (chemical)
- 4-7 SKUs launched, global and local heroes

Reference markets in study:

- 4 lead countries / cultures, 3 continents
- mono-brand and dual-brand markets
- developed and developing markets

INTEGRATED SCOPE



- Iterative research process of various disciplines (qual / quant / neuro institute, design agency)
- more than one year
- client market researcher as lead coordinator

Conducted by ISM Global Dynamics
Conducted by other agencies (design / specialists)

MARKETING OBJECTIVES ...

Find the **best future brand architecture** for two cough brands both within and across brands:

WHAT & HOW?



- Range understanding:** capture and optimize consumers' intuitive range understanding in terms of product / indication offer
- Range optimization / stretch:** learnings on acceptance and business potential of SKUs / NBOs within and across brands enhancing both indications and ingredient routes across C&C journey
- Pack understanding and optimization:** capture and optimize pack design / cues, also taking cross-indication cues into consideration
- Activation and business potential:** stand out / advantage of new range in competitive environment in indication vs. brand block environment



...TRANSLATED INTO RESEARCH STEPS

Innerbrand perspective to define winners in 4 markets

- Per country: Total of 26 SKUs per brand
- Complex global matrix of existing ~ 4-7 SKUs and ~ 22-19 NBOs
- Existing SKUs covering 2 indications plus 1 classical ingredient route
- NBOs enhancing 2 old and 3 new indications plus 1 new ingredient route
- Communication check via one new pack design only (no current benchmark / no competition included)

Competitive perspective to check winners in 2 markets

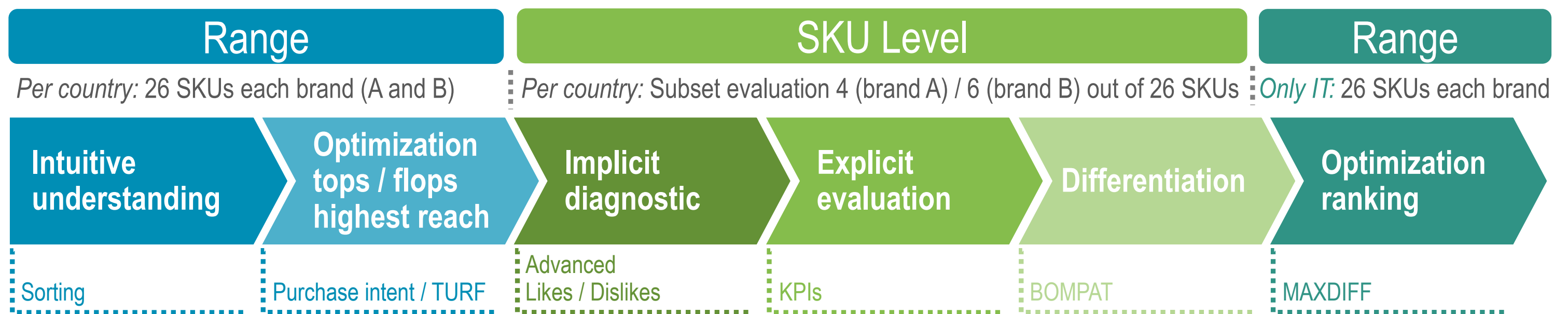
- Melt down with most promising NBOs in competitive environment: ~ 70 SKUs
- 19 SKUs of brand A, ~ 6-8 existing SKUs and 9 NBOs
- 12 SKUs of brand B, 3 existing SKUs and 9 NBOs
- Existing SKUs covering 2 indications plus 1 classical ingredient route
- NBOs enhancing indications plus ingredient route
- Activation and Communication check of 1 new design in indication shelf vs. brand block shelf vs. current indication shelf as benchmark

... TRANSLATED INTO METHODOLOGICAL DESIGN

STAGE 2 - Pack & Communication Optimization – Inner Brand Perspective

4 countries N=3600 Online CAWI

6 cells à n=600 LOI 35 min / 2 open ends



STAGE 4 – Range Business Potential & Optimization in Competitive Environment

4 countries N=2000 F2F in teststudio

5 cities 6 cells à n=300 rep. sample plus ~ n=100 boost sample n=480 with eye tracking LOI 35 min / 2 open ends

