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Continuous Innovation: Jobs Segmentation, Social Listening, Behavioral Analytics

How OSG helped a leading CPG client to identify new innovations and develop the perfect marketing strategy for bottled water to overcome market challenges

Product Highlight

OSG TES

Tech-Enabled Services is OSG's bread and butter: using our powerful technology and analytics capabilities along with expertise in consulting to make a difference for our clients. By using the flexibility of our technology to tackle any business challenge, we can help customers in any industry shift to a customer-centric mindset and show them the impact of gathering, digesting, and implementing customer data in their strategy and practices.

Executive Summary

A leading CPG company was facing significant market challenges in the form of increased competition and limited shelf space. OSG was tasked with identifying the drivers of consumer jobs and their choices using Dynamo, our AI-driven big data analytics platform, and continuous social listening to come up with the right product marketing strategy, promotions, and messaging framework. The client successfully redesigned packaging, communication and pricing, and promotions. By demonstrating the size and value for the premium buyer, the company prevented the loss of shelf space to a store brand.

OSG began the engagement with the following objectives:

1 Identify new product innovations, customer segments, value propositions, and mix of visual assets that best bring to life the brand vision, including evaluating:

- existing product and promotional assets that are mandatory for the brand
- assets that require modification to fit the new vision
- new visual assets that fill in the gaps of the new brand story

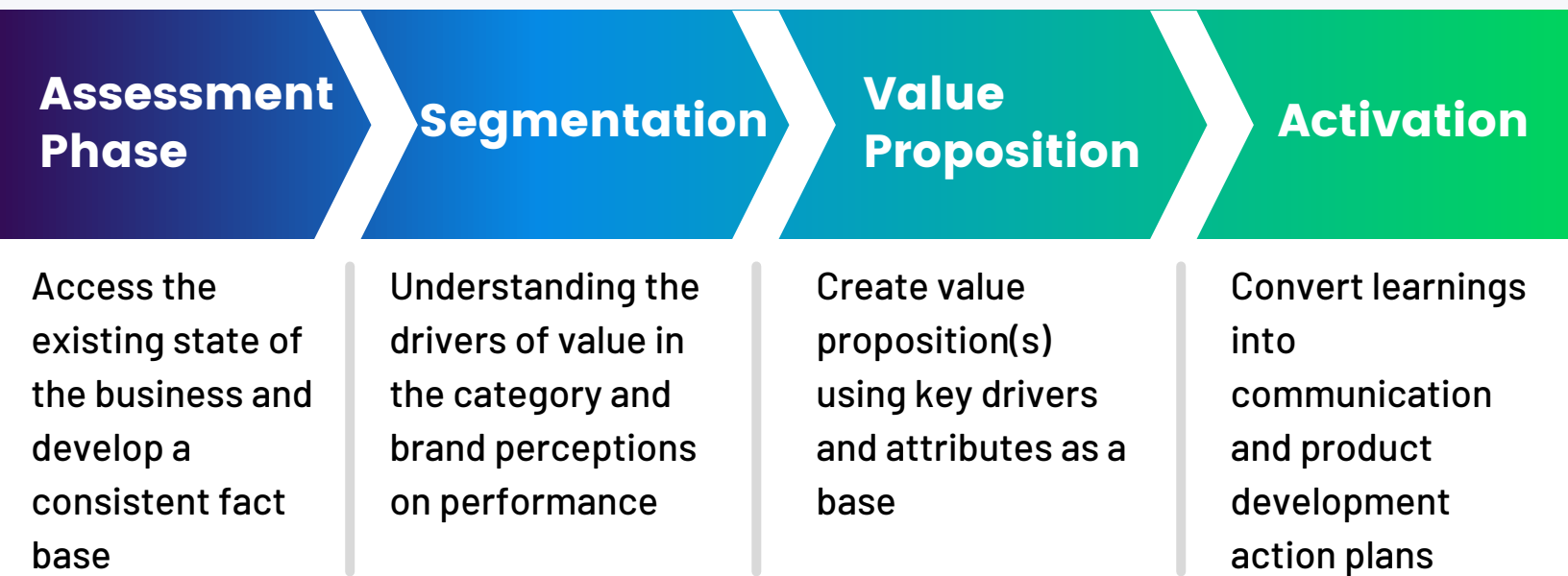**2** Analyze the current brand architecture and determine an optimized approach

3 Identify the right communication hierarchy in line with consumer jobs, in combination with their social comments and the link to drivers of behavior choice

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Strategy

We used a four-phase approach to address our objectives:

Assessment Phase	Segmentation	Value Proposition	Activation
Access the existing state of the business and develop a consistent fact base	Understanding the drivers of value in the category and brand perceptions on performance	Create value proposition(s) using key drivers and attributes as a base	Convert learnings into communication and product development action plans

A sample of approximately **5,000 category users was surveyed online**. Because these shoppers were part of the Nielsen panel, OSG obtained unstructured data from social media, as well as individual shopper purchase behaviors, over a three-year period. **33 drivers of consumer jobs were identified** from social listening and other qualitative research and evaluated using OSG's big data & behavioral analytics platform, Dynamo.

Of these 33 drivers evaluated, the **18 below were shown to be key** to explaining the drivers of choice and market structure
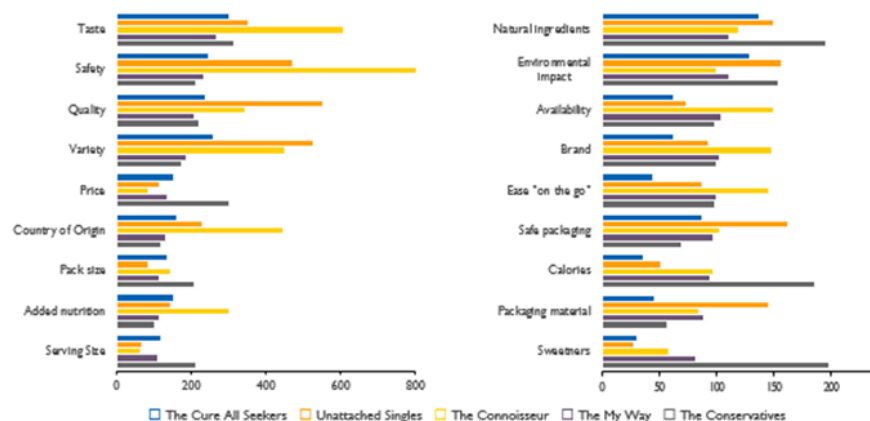
A score of 200 is twice as important as a 100; meaning a consumer is twice as likely to base their decision on that attribute
Note: The above chart is for illustrative purposes only and does not represent actual data or relationships.
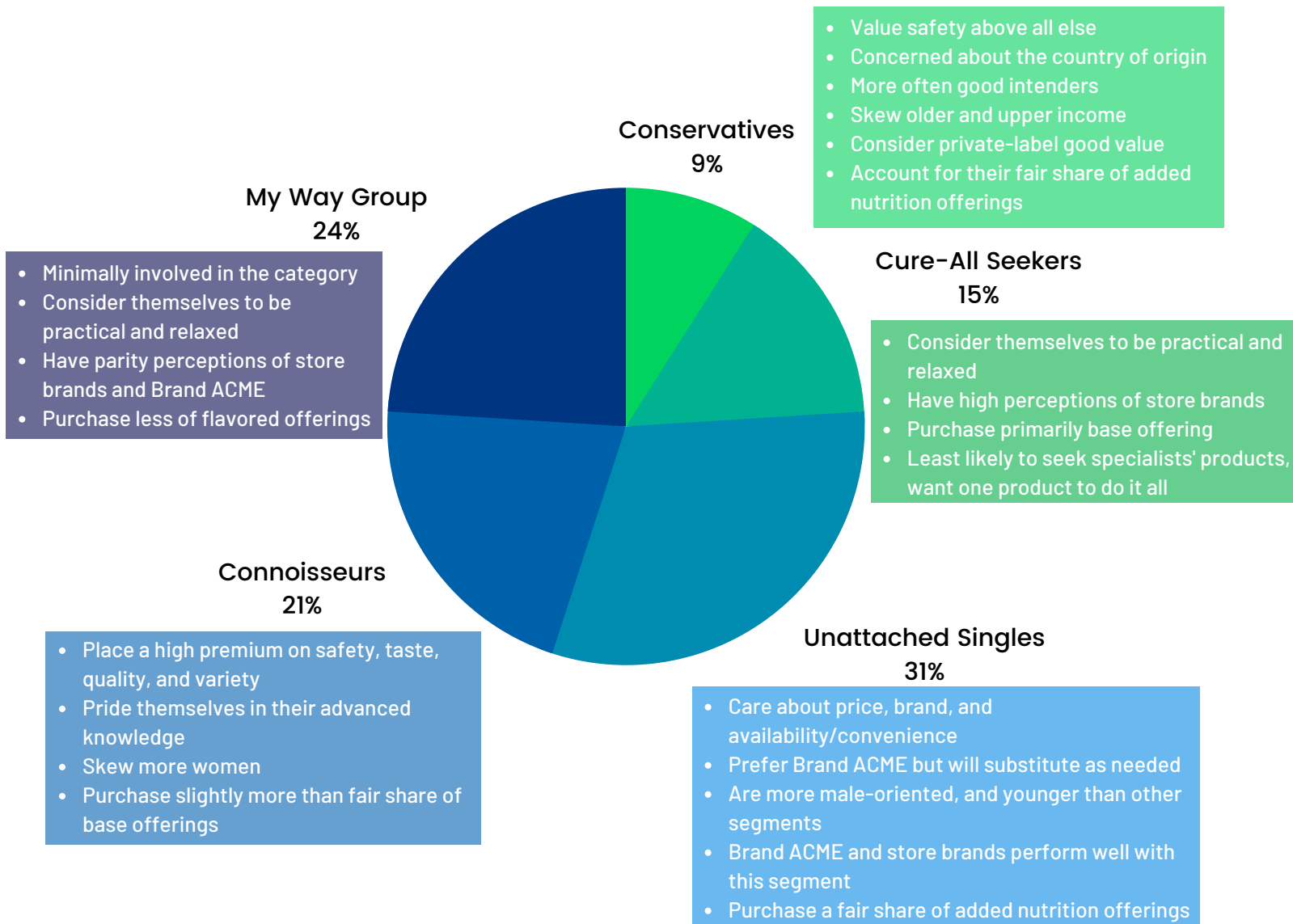All data has been masked to protect confidentiality

Outcomes

Consumers were grouped based on their Jobs and their similar preferences for drivers of value.

Consumers were classified into five unique segments, each with distinct behaviors, attitudes, and mindsets

Segment Size (% of Volume)

Conservatives 9%
- Value safety above all else
- Concerned about the country of origin
- More often good intenders
- Skew older and upper income
- Consider private-label good value
- Account for their fair share of added nutrition offerings

Cure-All Seekers 15%
- Consider themselves to be practical and relaxed
- Have high perceptions of store brands
- Purchase primarily base offering
- Least likely to seek specialists' products, want one product to do it all

My Way Group 24%
- Minimally involved in the category
- Consider themselves to be practical and relaxed
- Have parity perceptions of store brands and Brand ACME
- Purchase less of flavored offerings

Connoisseurs 21%
- Place a high premium on safety, taste, quality, and variety
- Pride themselves in their advanced knowledge
- Skew more women
- Purchase slightly more than fair share of base offerings

Unattached Singles 31%
- Care about price, brand, and availability/convenience
- Prefer Brand ACME but will substitute as needed
- Are more male-oriented, and younger than other segments
- Brand ACME and store brands perform well with this segment
- Purchase a fair share of added nutrition offerings

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Key attributes of consumer jobs were analyzed using predictive analytic techniques and unstructured data approaches to form the pillars for the Value Proposition

Results

Opportunities for Increasing Market Share by Meeting Unmet Customer Needs

By demonstrating that substantial shoppers would abandon the brand if it was removed from the shelves and were also willing to pay a premium, a large retailer using these analytics decided not to remove the brand from their shelves and provided additional space for the new innovations.
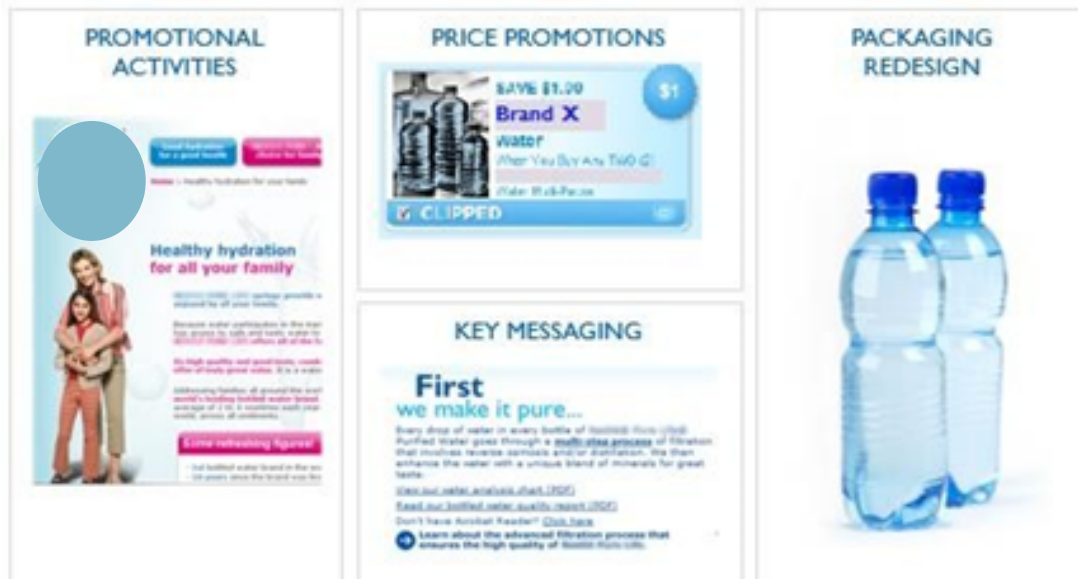
The Power of OSG Analytics

We has a successful track record of providing actionable insights for our clients, using our AI/ML-driven technology and industry expertise.

We help organizations shift to customer-centric, to build predictive models to reveal future customer decisions.

Through nudges and interventions designed to optimize your customers' experience, your business can future-proof your decisions.

Contact us on our website and find us on LinkedIn, Facebook, Twitter, and Instagram.

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