



Case Study

Consumer Packaged Goods

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 o360™ is our consumer targeting technology, built for identifying market needs through customer data. By tracking the omnichannel customer journey through structured and unstructured observations, our product can help identify jobs, outcomes, constraints, and benefits customers seek along their journey. By identifying these innovation corridors and testing, validating, and sizing them, our product can help create a continuous stream of innovations.

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 **OSG o360™**, 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

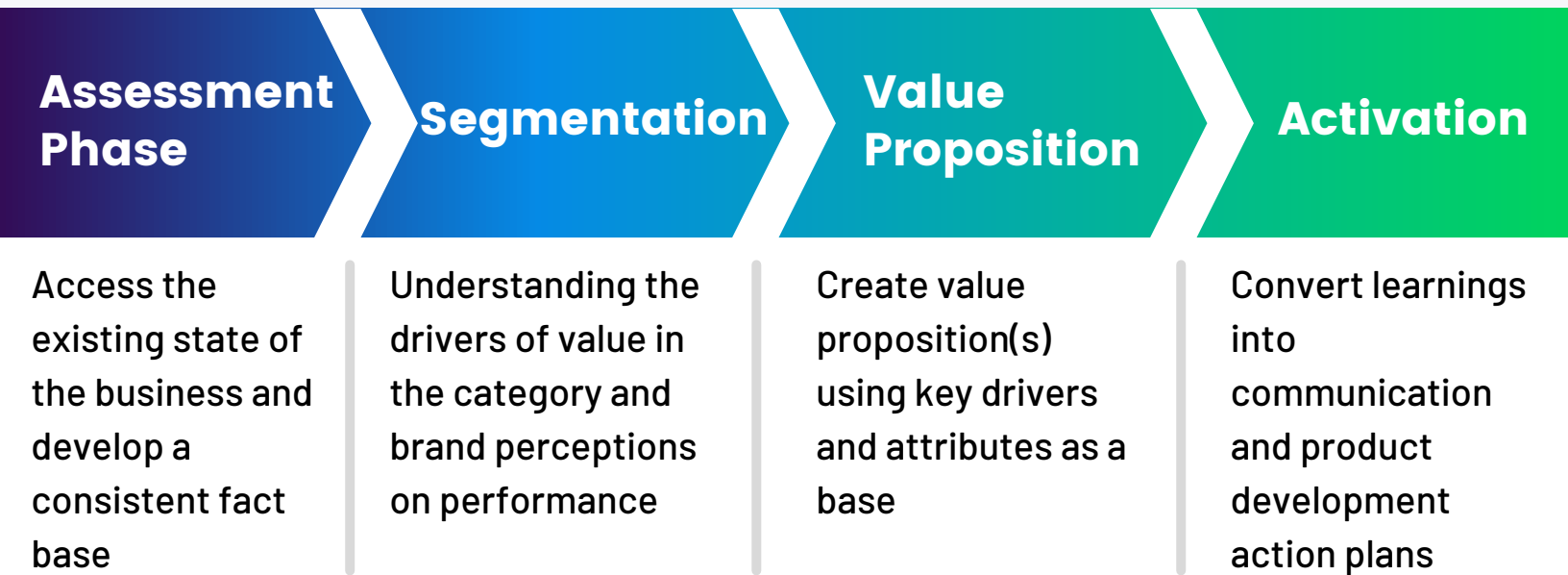
Analyze the current brand architecture and determine an optimized approach

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

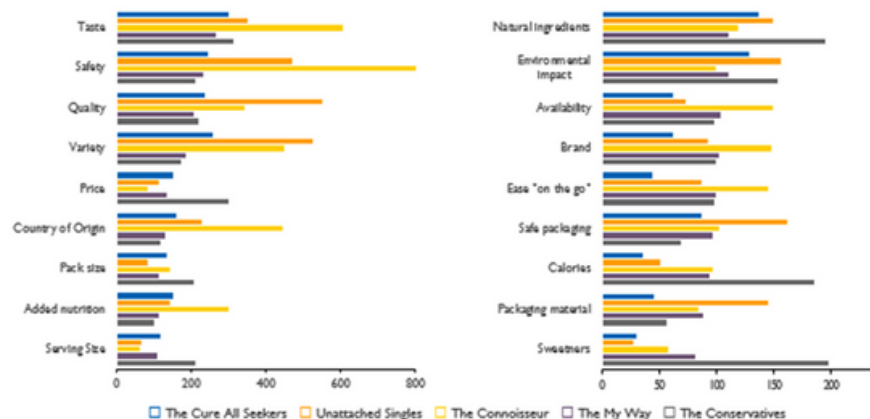
Strategy

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



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, OSG o360.

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

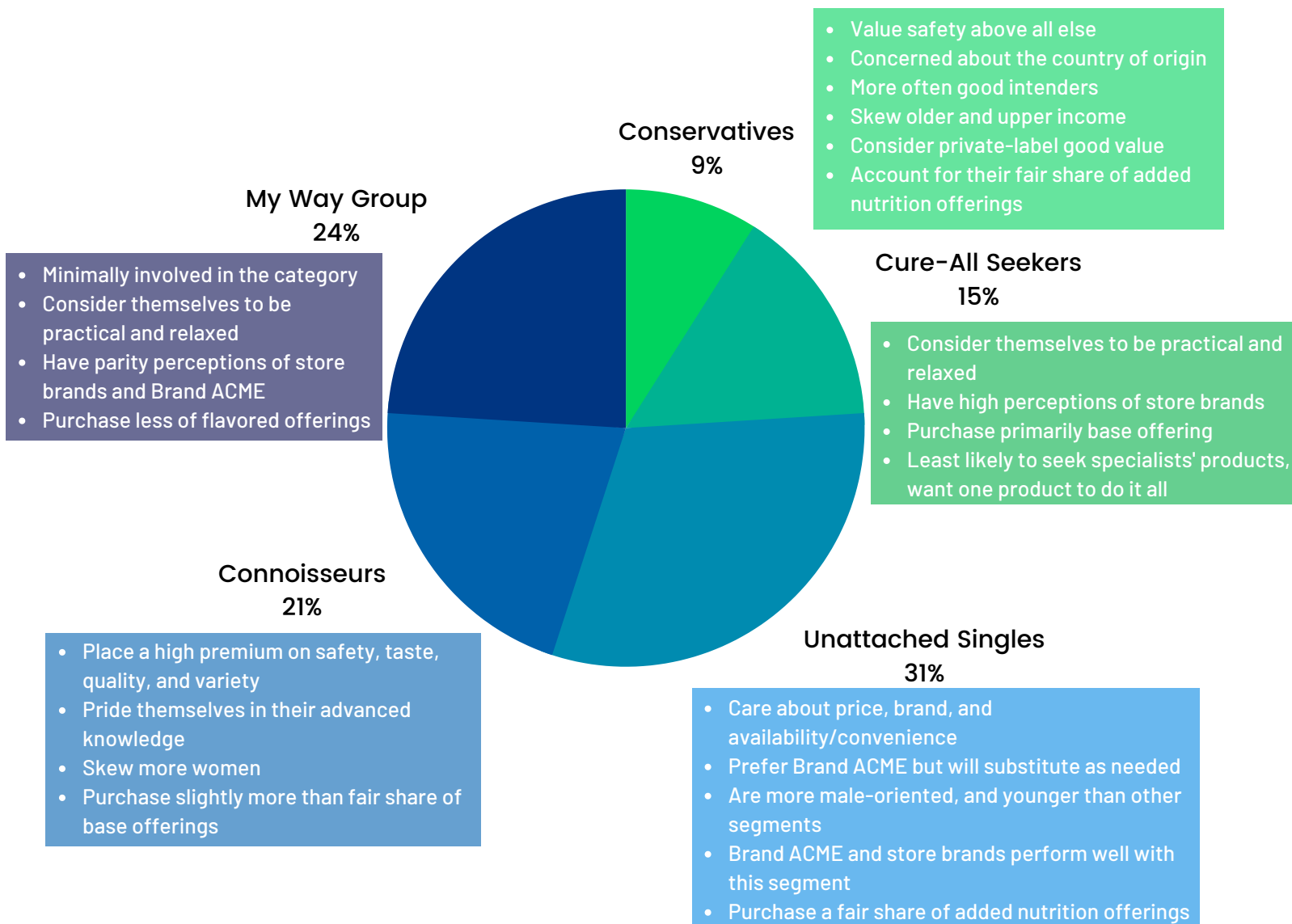


Outcomes

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)



Outcomes (cont.)

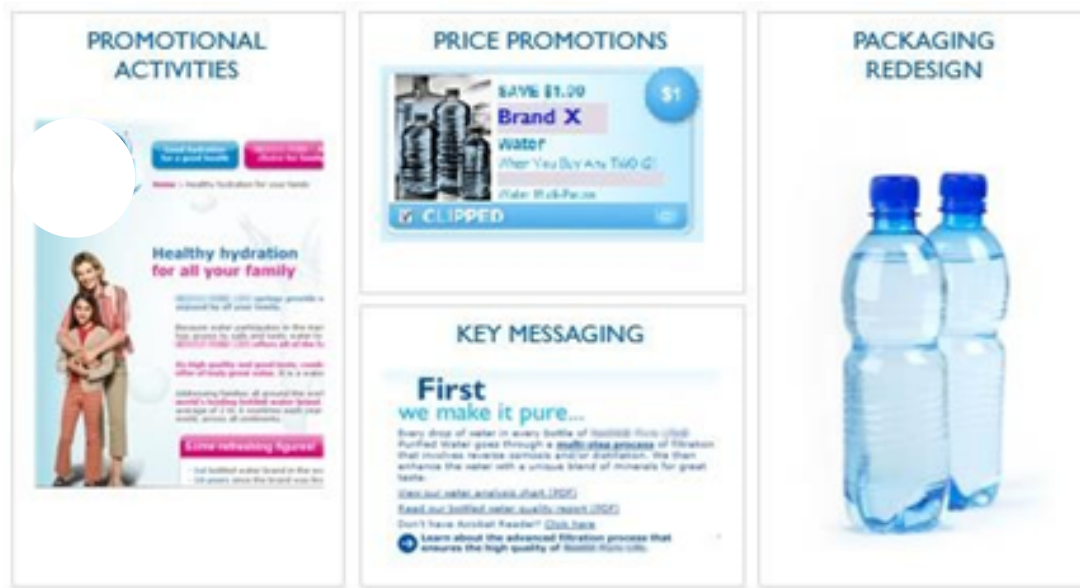
Key attributes of consumer jobs were analyzed using predictive analytic techniques and unstructured data approaches to form the pillars for the Value Proposition



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

OSG is a **global technology and analytics provider** that delivers outcomes on customer engagement to Fortune 500 clients with the help of leading analytical technologies and world-class global resources. OSG uniquely combines historical data with the future needs of patients, physicians, consumers, or customers of our clients by going beyond the “who” and the “what” and understanding the “**how**” and “**why**” **behind their decision-making**. OSG focuses on the 3E’s, Behavioral Expectations, Superior Experiences, Guaranteed Engagement, to help drive growth through **customer-centricity**.

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