



Case Study

Consumer Packaged Goods

Creating an Innovation Pipeline by Understanding Consumer Needs Gap for Facial Skin Care Segment



How OSG helped a leading CPG company build a pipeline of new products in existing and new markets, by providing a deep understanding of their consumers' needs, gaps, motivational triggers, and behaviors of their target segment, Segment X, to drive global growth objectives through successful innovation launches.

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

The client wanted to understand how the key target segment, Segment X, goes about choosing their facial skincare products, and what new innovations would help increase their adoption. OSG helped understand the customer segment, their behavioral drivers, preferences, and defined a global innovation strategy for the client using primary data and our **AI-driven, big-data analytics platform OSG o360**. Our client lead described OSG's work as creating an "embarrassment of riches" for them

Objectives

The objective of our engagement was to develop a portfolio of new innovations for our client, by assessing current usage and perceptions of major facial skin care products and services used for moisturization. This included assessing brand-level awareness, consideration and usage, as well as consumer benefits, needs, jobs and outcomes that would drive consumption of new innovations.



It was also important to identify the need gaps in the facial moisturizer market.

Questions to be answered were:

- How can opportunities for current brands be optimized?
- What are potential future innovations valued by the target customer?
- How do they differ for Segment X vs. Non-Targets?
- How do they vary by market?

Specifically, we identified which jobs, outcomes, and needs are priorities for Segment X, what brands consumers use today, and how needs and opportunities differ for Segment X as compared to other segments.

Approach

OSG used a three-phase process for the project: Alignment, Quantitative & Activation:

Alignment

Align on the business objectives and priorities

Quantitative

Collect behavioral quantitative data using OSG o360 to identify met and unmet needs for each target group.

Activation

Identify portfolio opportunities for each market that will help drive purchasing from the target segment

We used **ASEMAP™**, our proprietary methodology for understanding customer choice, to identify and quantify the needs of different segments, and their motivational drivers for purchasing facial skincare products. By also measuring their behavior, expectations, and satisfaction, we were able to map these back to their greatest needs, and identify where gaps and opportunities exist for our client to delight Segment X. This was done in multiple markets, providing invaluable insight into messaging, positioning, and innovation opportunities in existing markets, as well as launch strategies for new markets.

Our analytics demonstrated not only where the client has opportunities to win, but also exactly how they can win. Our powerful methodology and online tools allow us to dynamically test new product ideas, messaging, and platform launch sequences for them on an ongoing basis.

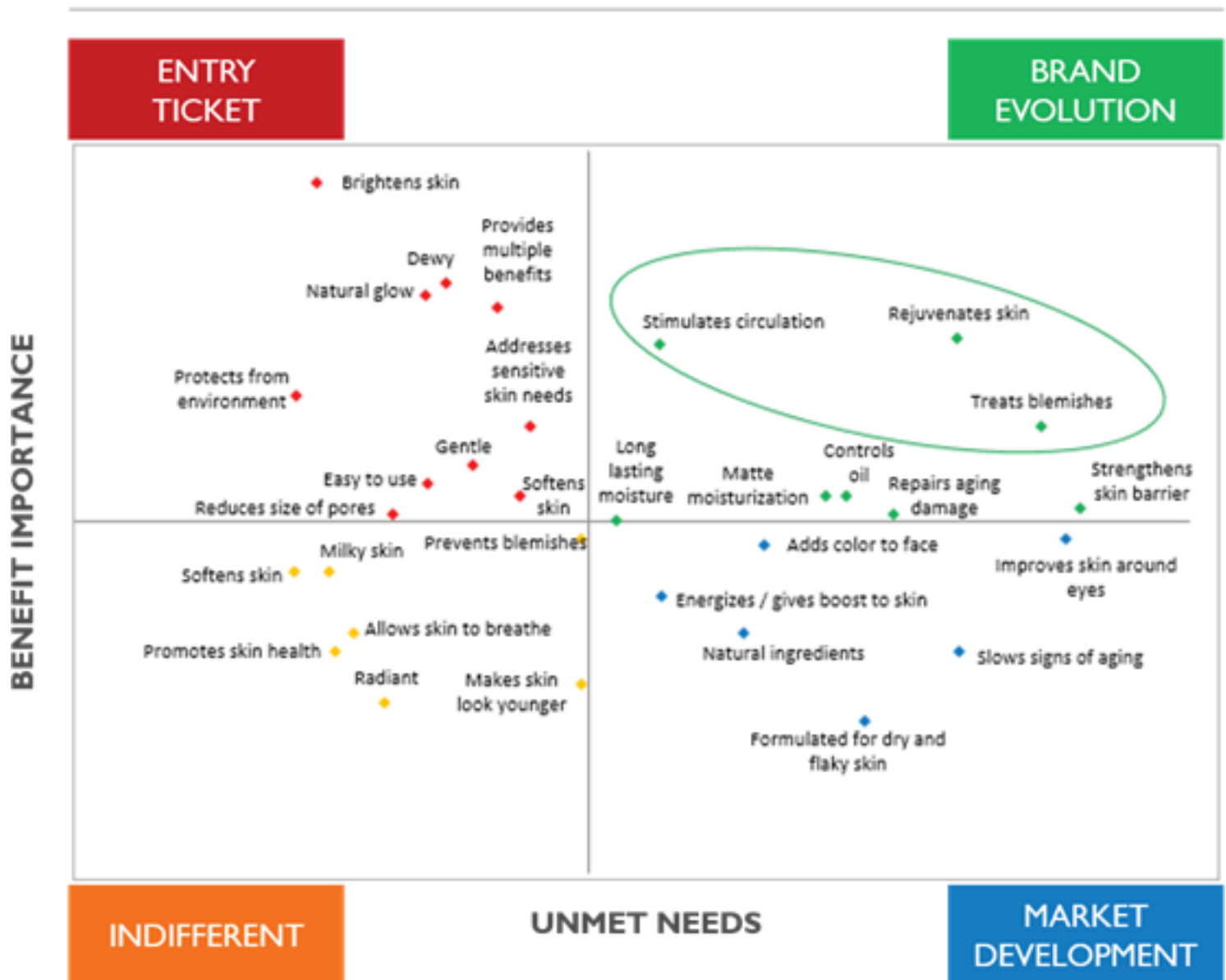


Results

Opportunity Map for Innovative Current and Future Positioning and Marketing Strategies for Skin Care Products

OSG successfully identified need gaps of Segment X across multiple markets. Our opportunity maps helped understand these need gaps and began providing direction for concept creation and new innovations

SEGMENT X – TOTAL



Results (cont.)

Our competitive analysis identified the extent to which these need gaps exist across all market offerings, as well as highlighting areas where our client is currently performing strongly.

Who Is Winning in the U.S.? Where Can We Raise the Bar?

There are clear spaces for Brand A to raise the bar in the following areas.

		SKIN GLOW					BRIGHT & EVEN			
		Dewy	Improves Skin Around Eyes	Rejuvenates My Skin	Anti-aging	Supple Skin	Smooth Skin	Radiant	Even Complexion	Brightens Pigments
CLIENT BRAND				✓	NEED GAP	✓	NEED GAP	✓✓✓	✓	
Competitor A	✓✓✓	NEED GAP	✓✓✓	✓✓✓				✓✓✓	✓	
Competitor B			✓	✓				✓	✓	
Competitor C	✓	✓	✓✓✓	✓✓✓		✓		✓✓✓	✓	
Competitor D	✓		✓✓✓	✓✓✓		✓		✓✓✓	✓	
Competitor E								✓✓✓		
Competitor F			✓✓✓	✓✓✓				✓	✓	
Competitor G			✓	✓				✓		
		✓✓✓	Best Performance							
		✓	High Performance							

NB: Performance calculated within these 8 brands on drivers > 100 in U.S.

Finally, we demonstrated how the innovation and positioning of the brand's portfolio could win these need gaps and identified a step-by-step launch strategy in new markets. This analysis has provided a strategic foundation of insights, to help make many business decisions ranging from innovation and messaging to product launch order.

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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