



CASE STUDY

CONSUMER PACKAGED GOODS

GLOBAL COMPANY IDENTIFIES IMPACTFUL DRIVERS OF BRAND VALUE **THROUGH ADVANCED ANALYTICS**

A multinational Consumer Packaged Goods (CPG) company approached WNS with a two-fold objective: first was to improve the sales of one of its product portfolios and second was to effectively tackle the rising negative customer perceptions of another portfolio. To achieve this, it was imperative for the client to identify and reach the target audience through the most effective marketing interventions. WNS recommended a holistic approach to achieve these objectives. This included assessing the brand readiness and commercial readiness of the company's 20+ portfolios in specific markets.

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Unlocking Key Drivers of Brand Value

WNS studied the client's diverse brands and markets with three key criteria in mind – affordability, availability and affinity. Advanced analytics was deployed to determine the effectiveness of the client's brands vis-à-vis the competition. We identified the most important and impactful value drivers for these brands, and provided deeper insights to build impactful marketing strategies for each portfolio. This enabled the client to ensure the market readiness of its brands, strengthen its competitive edge, and over a period of time, gain a wider market share.

Key Steps in the WNS Approach

Classification of the Market Landscape:

The global market for the product portfolios were studied based on key criteria such as category

development and market share. In-depth segmentation of the priority markets for specific brands was then carried out to classify the CPG company's 20+ unique products.

Identification of Brand Value Drivers:

A wide range of commercial and consumer metrics were subsequently classified into three key criteria. By leveraging analytics to study these metrics, the client identified the primary and secondary brand value drivers.

Prioritization of Growth Strategies:

Each product of the company was assessed against the competition based on the primary and secondary value drivers. This offered insights into the relative strengths and weaknesses of the company's brands. The cumulative process allowed the client to assess marketing gaps and prioritize growth strategies to fill them.

The Outcome: Deeper Insights, Faster Growth

WNS enabled the client to understand when and where to provide marketing interventions to boost the key brand levers in the minds of its consumers. Our analytical insights on affordability, availability and affinity for specific product portfolios highlighted the primary and secondary drivers of brand value across markets.

The insights gained were translated into a rulebook which the client continues to leverage to highlight aspects of its consumers that require marketing interventions. Further, by customizing the marketing efforts for specific regions, the company accelerated the growth for specific product portfolios



The solution offered the company added benefits such as:

- Granular-level insights to understand the levers related to key strengths and market presence
- Develop marketing strategies to strengthen existing portfolios from best practices across geographies
- Build market readiness for future growth and expansion
- Capitalize on multi-region and multi-category offerings for every market based on value drivers revolving around brand affinity and functional benefits

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