QualQuant Signals

Co-Create

Ideate

Improve

**Discover**

Innovate

Solve Problems

Scientific Customer Collaboration - Uncovering & Amplifying Hidden
(Ideas / Insights / Trends / Solutions)

Case Study

Brand Revive Innovation – Beauty Care Brand
Customers Collaborating to Guide Brand Revival Strategies

Case Study Illustration

**Status – Beauty care brand facing declining sales (maturing state in product lifecycle)
Objective – Needs insights to identify brand revive opportunities**
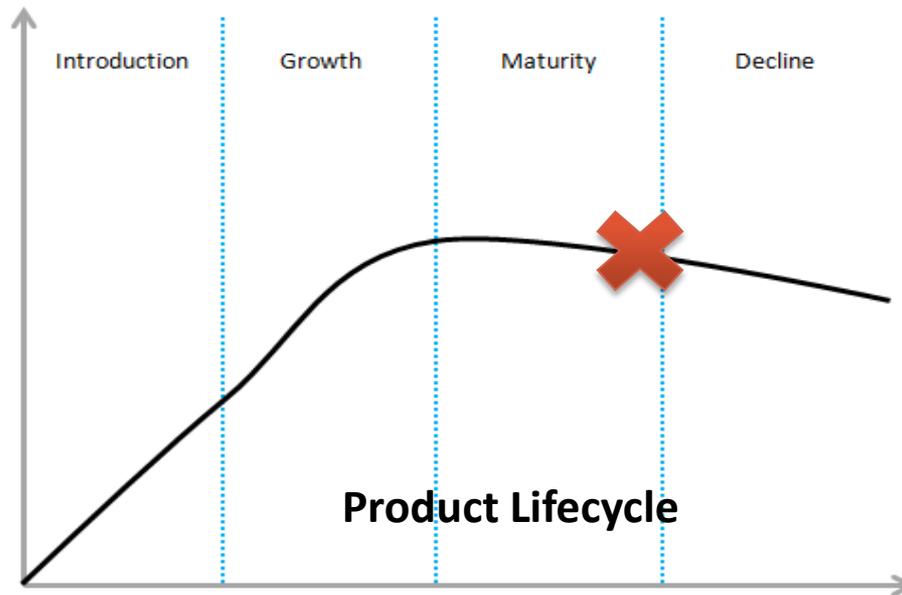
Case study illustrates the patented QualQuant Signals approach to generating predictive insights that fed the development of brand revive strategy.

The Market Challenge (Declining Sales)

A global beauty care brand (a skincare moisturizer) was facing stiff competition resulting in declining sales. The brand was at the juncture of 'Maturity' & 'Decline' stage within the product lifecycle. The brand team identified possible factors that could be responsible for the brand situation.

1. Changing customer behavior
2. A lot of choices within the category (commoditized category)
3. Changing customer needs (functional & emotional benefits)

Introduction   Growth   Maturity   Decline

Product Lifecycle

The Brand Objective – Reviving the Brand

Considering the state of the brand within the product lifecycle, it was necessary to identify opportunities to revive the brand & product. It was important to understand the trending landscape of the skincare moisturizing category and a more effective branding ecosystem had to be developed.

The key business question –
What should we be doing to revive the brand to maintain & grow market share profitably?
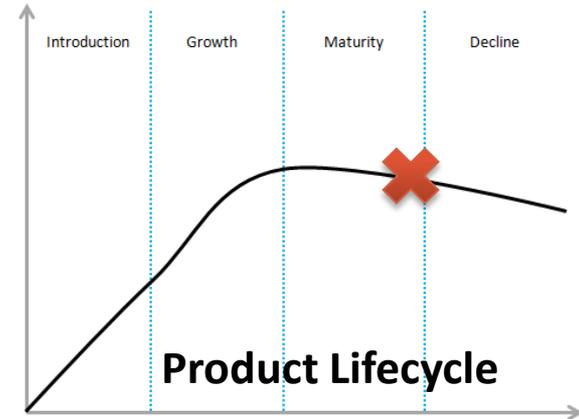
QualQuant Signals

To answer the key business question and provide predictive insights, the QualQuant Signals team proposed to understand the market and customers from different perspectives.

1. Path to Purchase Success Factors
2. Purchase Barriers – Current & Projected
3. Trending in Skincare

LEADING TO…

a. **Improve brand messaging**
b. **Identify product innovation opportunities**
c. **Present the brand more effectively within the customer's 'Path to Purchase'**

QualQuant Concept Innovation Excellence – The Scientific Research Design

Profile Questions

Profiling & Screening
QualQuant Signals used the delphi technique to screen in participants that exhibiting diversity to ensure collecting a diverse range of ideas/insights.

Category / Brand Profile

Category / Brand Usage & Attitudes
Within this section we asked questions related to category & brand to get a current status of the market landscape.

QualQuant Collaboration Sessions

QualQuant Association

This is a QualQuant session where…
1. Customers provide their insights
And Then
2. Are exposed to insights provided by other customers where they select & rate the insights they connect with positively or negatively

Capture Top of Mind Associations (Current & Future)
The main objective of this session was to uncover top of mind associations with regards to the current and future thoughts regarding skincare.
1. When you think of moisturizing lotion what comes to your mind?
2. When you think of skincare two years down the road what comes to your mind?

The main reason why associations were captured was to highlight white spaces which presented an opportunity for the brand (gaps to fill – be more relevant & valuable).

QualQuant Discovery Sessions

This is a QualQuant session where…
1. Customers provide their insights
And Then
2. Are exposed to insights provided by other customers where they select & rate the insights they connect with positively or negatively

QualQuant Sessions – Delivering Predictive Insights
This session is where customers add their insights and select/rate other customer's insights.
1. What type of information is most important o conduct research to select a brand?
2. What factors would dissuade you from purchasing a skin moisturizing brand?
3. What type of skincare you think will be in the future?

The QualQuant collaboration session provided predictive insights to guide the brand forward through building strategies based on what customers value most. Strategies leading to…
1. Deliver on the gaps of what customers value most
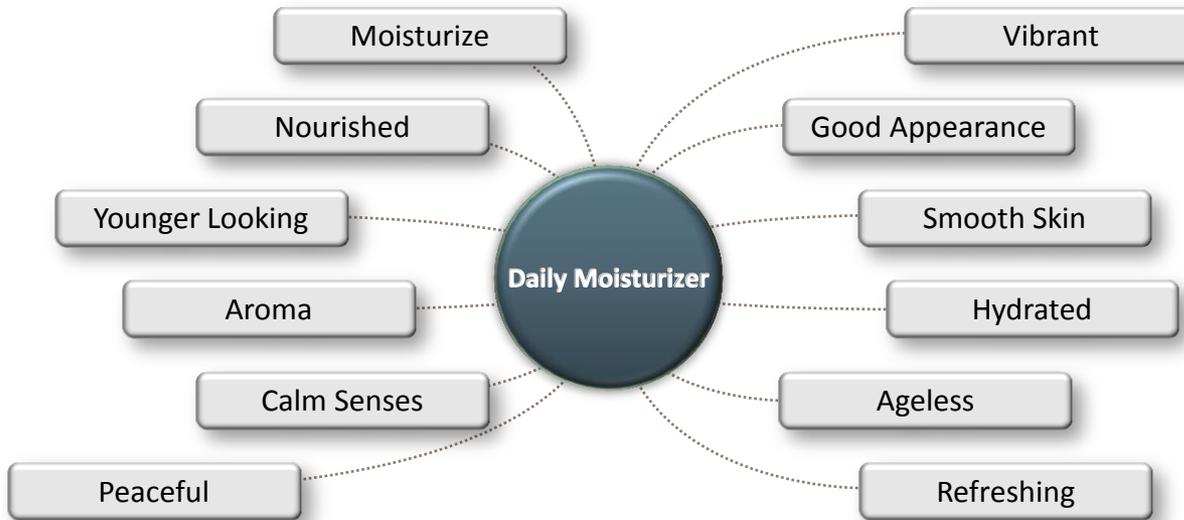2. Maintain and strengthen the valuable assets of the brand
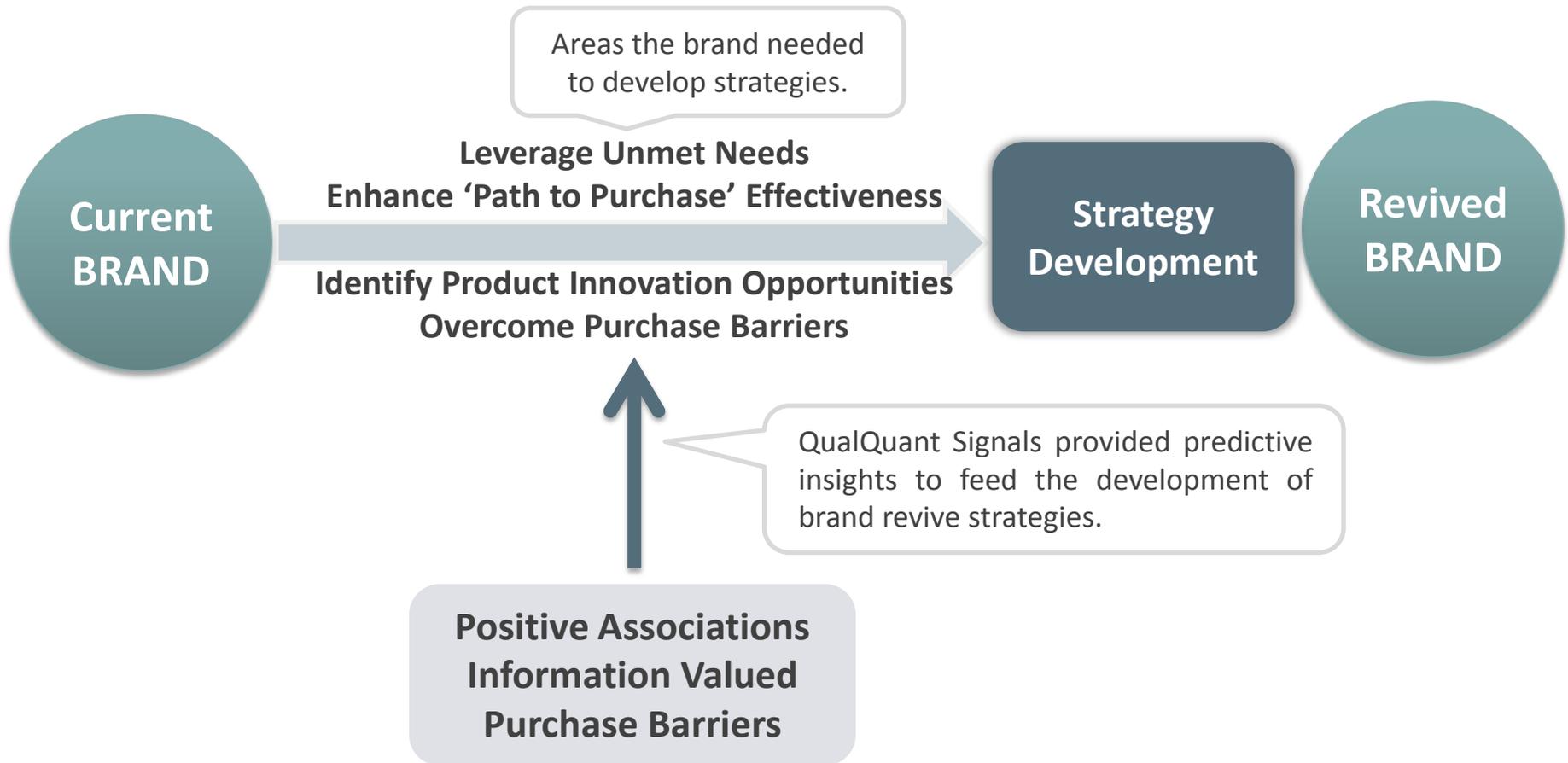
QualQuant brandExcellence – Emotional & Functional Associations
Predictive Insights to Revive Brand

When you think of daily skin moisturizer in a positive manner, what are the first thoughts that come to your mind?

- Moisturize
- Nourished
- Younger Looking
- Aroma
- Calm Senses
- Peaceful

Daily Moisturizer

- Vibrant
- Good Appearance
- Smooth Skin
- Hydrated
- Ageless
- Refreshing

QualQuant Associations

Customers collaborated by first providing theier top 2 associations followed by selecting & rating associations submitted by other customers.

The chart on the left shows the associations that have a predictive score (large volume (GT 75%) of customers rated these associations highly).

Applied Areas
ONE: Brand Messaging
Identify brand message gaps and refine using the associations to fill gaps.

Two: Product Innovation Opportunity
Evaluate current product features to determine how many features match customers's positive associations. Fill in the gaps b through product enhancement.

QualQuant brandExcellence – Path to Purchase (Information Valued to Select Brand)
Predictive Insights to Revive Brand

What type of information you value most for skin moisturizers that helps you make a decision to select the brand that best meets your needs?

Very important to a small group of customers

Very important to a large group of customers

Rating - Importance

Niche
- Younger-Looking Skin/Anti-Aging
- Tested Product
- Antibacterial
- Environmental
- Fragrance/Allergy Free

ACT ON
- Price
- Product Efficacy
- Fragrances
- Product Information
- Stays On/Doesn't Wash
- Natural/ Organic

Static
- Firming

Question Marks
- New Ingredients
- Fast Results
- Not Sticky

Relevance - Selection

Ignore these Insights

Somewhat important to a large group of people

QualQuant Info Drivers

Customers collaborated by first providing their insights followed by selecting & rating insights submitted by other customers.

It was necessary for the brand to present itself as a top choice within 'path - purchase'. In order to acquire customers, the brand needed to refine their information strategy.

The QualQuant Signals matrix categorized the most valued information (predictive insights) into 4 quadrants based on relevance and rating of each insight. The 'ACT ON' Quandrant reports insights that stand a high chance of success,
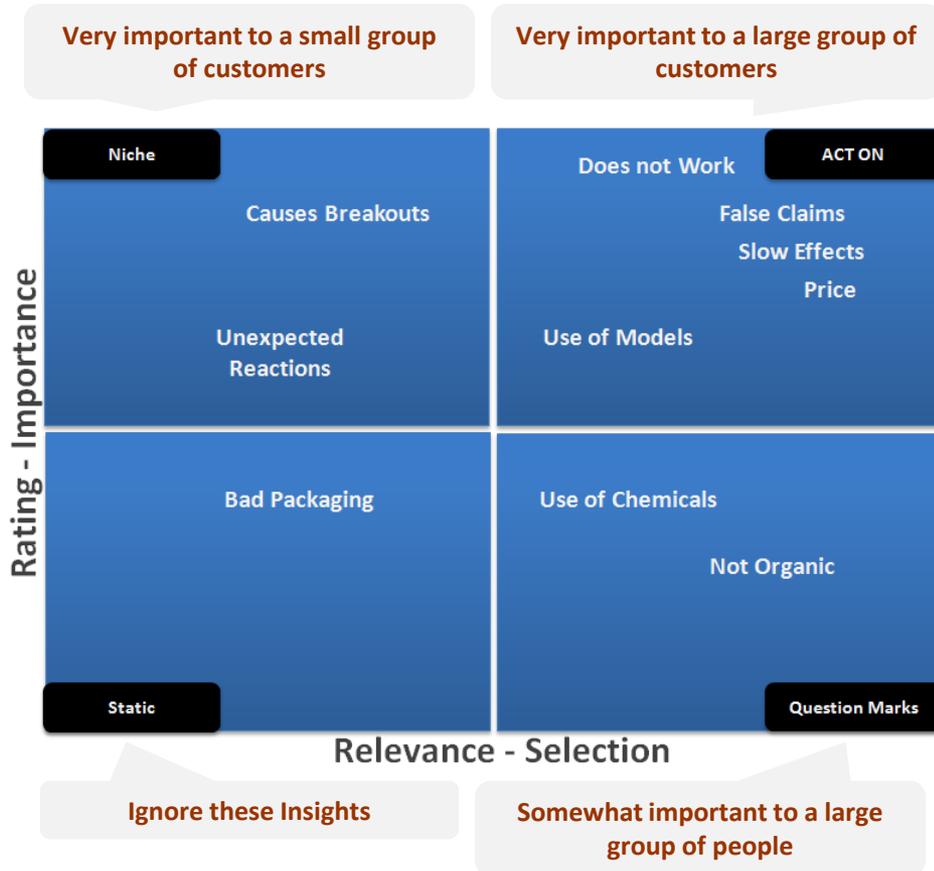
Applied Areas
ONE: Brand Messaging Themes
Identyify media touch points customers interact with during the stages within path to purchase and deliver the information they value most. Present the brand as an expert in skincare and highlight the product features to deliver the benefits they desire.

QualQuant brandExcellence – Path to Purchase (Information Valued to Select Brand)
Predictive Insights to Revive Brand

What about skin moisturizers will dissatisfy you and cause you to select another brand?

Very important to a small group of customers

Very important to a large group of customers

Rating - Importance

Niche		Does not Work	ACT ON
Causes Breakouts		**False Claims**	
		Slow Effects	
		Price	
Unexpected Reactions		**Use of Models**	

Bad Packaging		**Use of Chemicals**	
		Not Organic	
Static			Question Marks

Relevance - Selection

Ignore these Insights

Somewhat important to a large group of people

QualQuant Purchase Barriers

Customers collaborated by first providing their insights followed by selecting & rating insights submitted by other customers.

Understanding the landscape for purchase barriers was necessary in order to guide the brand to steer away from barriers.

The QualQuant Signals matrix categorized the most valued information (predictive insights) into 4 quadrants based on relevance and rating of each insight. The 'ACT ON' Quandrant reports insights that stand a high chance of success.

Applied Areas
ONE: Brand Messaging Themes
Steer away from develpoing any messages with the themes (barriers).

TWO: Product Innovation
Remove or improve any exisiting features that represents a barrier and do not include any features that would be a potential barrier.

QualQuant brandExcellence – Summarized Recommendations
Predictive Insights to Revive Brand

	Brand Messaging	Product Innovation
Associations	Connect with your customers positively by developing a message that connects with their positive associations.	Ensure product innovation is driven by adding or improving features that delivers on the positive associations.
Valuable Information	Deliver the information they value for selecting the best fit brand during 'Path to Purchase'	
Purchase Barriers	Audit your brand messaging & positioning to ensure it does not communicate features / benefits that represent purchase barriers.	Make sure any new products or features do not represent any potential purchase barriers.

REVIVE BRAND

Disclaimer
Due to confidentiality, we have presented findings which have been summarized at a high level without reporting scores.

QualQuant Signals
Science, Psychology & Statistical Model Applied

QualQuant
Customers
Collaborate
Real Time

The Patent QualQuant Collaboration Session
Profiling & Screening Questions AND then,
The Scientific QualQuant Collaboration
1st - Customers submit their ideas/insights
Then – They select & rate other customers ideas/insights

QQS Reports 'ACT ON' Predictive Ideas/Insights

Leading To Developing Brand Strategies...

Revenue Gain Opportunity	Brand Innovation
Better Advertising	Market Share Gain
More Effective Branding	Satisfy Unmet Needs

Your QualQuant Signals Team
Creative, Innovative, Passionate, Skilled

Guiding Brands for Over 10+ Years

Kimberly-Clark · kraft foods · Coca-Cola · pepsi · Unilever · FritoLay · RoyalCaribbean INTERNATIONAL · Ford · FERRERO · hp · Nestlé Good Food, Good Life · P&G · ge imagination at work · Pfizer · Johnson & Johnson

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