

Relaunch of Brands in the Indian Market.

Client Objective

The client had acquired multiple brands across different indications to build their brand share across consumer healthcare space in India. The client wanted support of an agency who could help them quickly get consumer insights across various regions of India – Tier I and Tier II cities. The consumer insights were to be across various facets – category, product, communication concepts and packaging.

Our Engagement

As part of our engagement our client wanted us to do a deep dive qualitative primary research across various parts of the country and build insights based on the research which provide inputs into their agile brand development process.

Approach

1. Build primary research design based on multiple scenarios
 - a. regions where the category or the product was strong.
 - b. potential of the product may be strong.

Research design helped established the target segment/s to be interviewed and the cities.
(For some brands we focussed on Tier I and Tier II states)

2. Build detailed discussion guides, to obtain the required information depending on which stage of brand development process the product was in.
3. Conducted primary research in parallel across multiple cities. In some stages, we completed almost 30 interviews within 10 days.
4. To build the insights we used the concept of JTBDs (Jobs to be done) and classified the needs of the person into Functional, Emotional and Social. As part of the insight building based on the stage, we covered areas like:
 - a. Testing for communication and packaging concepts
 - b. Channels, Constraints, Criteria for purchase for a category or a specific product
 - c. Call to action for purchase

- d. Alternatives to our product/category
5. Based on the insight developed we had brainstorming workshops attended by cross functional teams to decide the target segment to focus on, key communication messages, the hooks for the brand and high level go to market strategy.
6. In a nutshell, agile method that was followed was build >> test (generate insights)>> change>> test (generate insights)>>confirm. We were engaged with the client for almost 2 years across different brands.