Omnichannel Product Growth Audit

*We ensure you increase share from current products in-market across all points of influence to beat competition
We give you both short and longer term fixes and optimisation recommendations. We use a qual at quant scale, highly behavioural/ real life approach to investigate all areas of your product through your consumers eyes to observe what is really working, what isn't and what to do about it.

1.

Product Launch Success: Traffic Light Scorecard

Fast visual identification of if all elements of your product are working to drive growth vs competition and what to do about it. Including how each element changes purchase intent.

2.

Codified patterns of real-life experience at shelf

Qual at quant scale behavioural analysis to identify most impactful levers to pull and issues to solve to unlock further trial on/off line shelf - findability, shelf impression, competition

3.

Competitive Substitution Evaluation

Real life reaction to product in competitive context. Learn what products have perceived similarities and superiorities and how to counteract these for more likely trial.

4.

Codified patterns of real-life unboxing and product usage experience

Qual at quant scale behavioural analysis of real life product usage amongst users and non users to understand if usage meets expectations and how to improve

5.

Category / Brand / Product Perception Mapping

Determination of if there is a good alignment between Category Need, Brand Equity and new Product Promise.

6.

Innovation + improvement identification

Consumer co-created direction of how to evolve existing proposition and its perception in market to unlock growth

MAXIMIZE
IN MARKET POTENTIAL

*This is a modular approach so you can also adapt to only instore or online, and take out the communication module if it's not applicable to you

CATALYX®
Unlock Your Crowd®

Omnichannel Product Growth Audit

*You can be guaranteed of excellent data synthesis, compelling storytelling and concise, actionable recommendations. Your report will consist of an action page with recommendations. 10 minute taxi ride of the synthesised key story, the story behind the action – a 30 minute deep dive bringing to life the insights
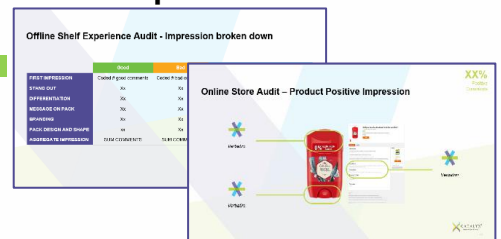
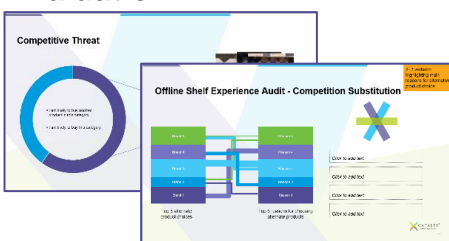**1.** **Product Launch Success: Traffic Light Scorecard**
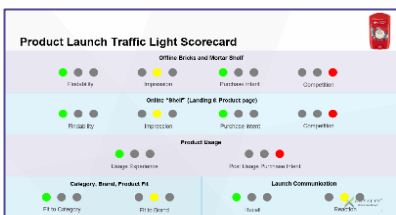
2. **Codified patterns of real-life experience at shelf**

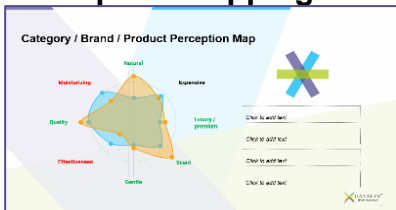**3.** **Competitive Substitution Evaluation**

4. **Codified patterns of real-life unboxing and product usage experience**

5. **Category / Brand / Product Perception Mapping**

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