

Uncovering the root cause of decline

Sifting through a sea of data to find consumer truths

A CPG client was seeing declines in one of their larger product lines. To get the brand back on track, they wished to reposition the brand and reformulate the product. Despite an abundance of existing data, the client was unsure how to formulate the insights that could propel the brand forward.

Collaborating in real time to uncover new truths

Connell led a collaborative, immersive, and iterative process, leveraging existing brand data, social listening, qualitative research, and innovation work sessions to:

- Identify meaningful connections in previously conducted research studies
- Create new, testable concepts and gain consumer feedback in focus groups
- Lead a dynamic concept optimization process in which the client team and The Connell Group refined concepts based on consumer insight in real time

Driving the brand in a new direction

The collaborative, immersive, and iterative nature of our approach revealed a previously unknown category issue. Once we uncovered the barrier to growth, The Connell Group led the team in constructing a broader strategic shift to capture more consumption occasions.

Project Highlights



Consumer Products



US



Brand Transformation Strategy



Qualitative Research