

TURF Analysis for a US FMCG Firm

Able to identify the nonperformers in the existing product line

Successfully retained the best product attributes

New product combinations boosted the sales

CLIENT CHALLENGES

- A market research company supporting a US-based FMCG firm approached Acuity Knowledge Partners to help it identify existing product attributes in the product line, such as flavors and sizes, that were not adding incremental reach
- The client also wanted to optimize its new product line, while retaining only the best product attributes to maximize market share and sales
- The client also wanted to determine the reach and frequency of different combinations of product line

OUR APPROACH

- Acuity Knowledge Partners performed a TURF analysis to identify the best product attributes
- Data Analysis
- The client shared survey data designed to capture responses of consumer preferences for all 10 product attributes on a binary scale (would buy/would not buy)
- The Acuity Knowledge Partners team gained an understanding of factors such as demographics, purchase frequency and consumer preferences
- TURF Analysis
- Performed a TURF analysis to create an optimized model and to identify the smallest number of product attributes in the product line that reaches the maximum number of unduplicated customers
- Determined the best product attributes and prepared a consolidated summary of customer preferences
- Analysis Results
- Compiled a combination of 4 of 10 product attributes with the highest chances of appealing to a potential customer
- Identified the product line that would appeal to 84% of respondents (i.e., the one with the widest customer reach)

IMPACT DELIVERED

- This exercise helped the client to:
 - Recognize the most preferred product line, to maximize the company's customer reach

- Understand that 84% of respondents were very likely to purchase a combination of such products

About Acuity Knowledge Partners

Acuity Knowledge Partners is a leading provider of high-value research, analytics and business intelligence to the financial services sector. The company supports over 300+ financial institutions and consulting companies through a team of over 3,000+ subject matter experts who work as an extension of the clients' teams based out of various global delivery centres.

We empower our clients to drive revenues higher. We innovate using our proprietary technology and automation solutions. We enable our clients to transform their operating model and cost base.

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