

Conjoint Analysis for a Dutch Brewing Company

Launched new product at an attractive price point

Increase in sales

Improved customer perception

Data to guide launch of new products

CLIENT CHALLENGES

- » A Dutch beer company wanted to predict the market share of a proposed new product in the market place given competitors' current offerings
- » The marketing team wanted to gain insight on the tradeoffs customers were willing to make on the various attributes or features being considered in the new product design

OUR APPROACH

Acuity Knowledge Partners conducted a three-step process to predict the market share of the new product

- » **Step 1: Designing the study**
 - » Accessed respondents' data from the survey and identified data elements for various beer brands in the market
 - » Defined quantifiable product attributes and their levels for a beer bottle
 - » Created various combinations based on the level of each attribute
- » **Step 2: Obtaining customer data and separating preferences**
 - » Analyzed respondents' ratings of designed product options
 - » Separated customer preferences for products into "part-worth" utilities associated with each option of each attribute of a product category
- » **Step 3: Simulating to determine a good product design**
 - » Predicted customer preferences for a combination of attribute options
 - » Determined the optimal product concept
 - » Determined the most important attributes
 - » Identified market segments that value a particular product concept highly
 - » Created new product profiles for product offerings to predict their market shares
 - » Calculated the company's market share with and without the proposed new product

IMPACT DELIVERED

The following strategic insights and recommendations were provided as part of the study:

- » Identified "flavor and aftertaste" as the most important attribute determining consumer preference
- » Recommended a change in flavor and packaging type of the proposed new product

About Acuity Knowledge Partners

Acuity Knowledge Partners, formerly part of Moody's Corporation, is a leading provider of bespoke research, analytics, staffing and technology solutions to the financial services sector.

Headquartered in London, Acuity Knowledge Partners has nearly two decades of transformation experience in servicing over 300 clients with a specialist workforce of over 2,500 analysts and delivery experts across its global delivery network.

We provide our clients with unique assistance not only to innovate, implement transformation programmes and increase operational efficiency, but also to manage costs and improve their top lines.

These services are supported by our proprietary suite of Business Excellence and Automation Tools (BEAT) that offer domain-specific contextual technology.

Acuity Knowledge Partners is assisted by Equistone Partners Europe, a leading private equity organisation that backs specialist growth businesses and management teams.