

TURF Analysis for a US FMCG Firm

Able to identify the non-performers 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, 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.