Organic CPG Challenge Case Study

© Behavioral Science Lab LLC. All rights reserved worldwide. Proprietary and confidential.

behavioral science lab

Tomorrow's thinking.

Schwarzkop

fate Free Cleanser ations Sans Sulfate For all wavy hair types tous types de cheveux ondulés 300 mL net | 10.1 H. oz.

Schwarzkop Mad about

Low Foam Clean Soin Lavant Mousse Leg For normal to coarse curly harn heveux boucles

300 mL net | 10.1 fL oz.

Organic CPG Challenge

CHALLENGE:

An organic CPG company approached us and wanted to know what made consumers buy their products, how to retain their current customers, gain new customers, and grow their market share at a faster rate than their competitors.

FINDINGS:

Within the organic CPG market, there is a great deal of confusion about particular terminology and whether various terms are synonymous with the organic product our client offered. Customers did not perceive that our client delivered on an important aspect of their purchasing decision, and our client was overlooked by large sections of its target market.

The value the client conveys wasn't immediately apparent to consumers and hindered impulse buying at the shelf. Lastly, consumers and purchasers were not necessarily the same person.

© Behavioral Science Lab LLC. All rights reserved worldwide. Proprietary and confidential.

OUTCOME:

We directed the client to create a messaging and packaging campaign that would redefine the organic product definition within the marketplace.

This would immediately differentiate themselves while demonstrating to the consumer and purchaser how the product would fulfill certain psychological and economic decision elements the buyers sought.

Additionally, the client should offset its higher prices by presenting itself as a specialty product to increase market opportunities.

behavioral science .ao

Tomorrow's thinking.oz.

For more information, please contact:

Christian Goy Co-founder and Managing Director | +1.512.850.5737 | christian@behavioralsciencelab.com 500 W. 2nd Street, 19 Floor - Suite 183, Austin, Texas 78701, U.S.A.

5 Sulfate

Schwarzkop Mad about

mal to coarse curly h 300 m L net | 10.1 fL og

