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Organic CPG Challenge Case Study



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.

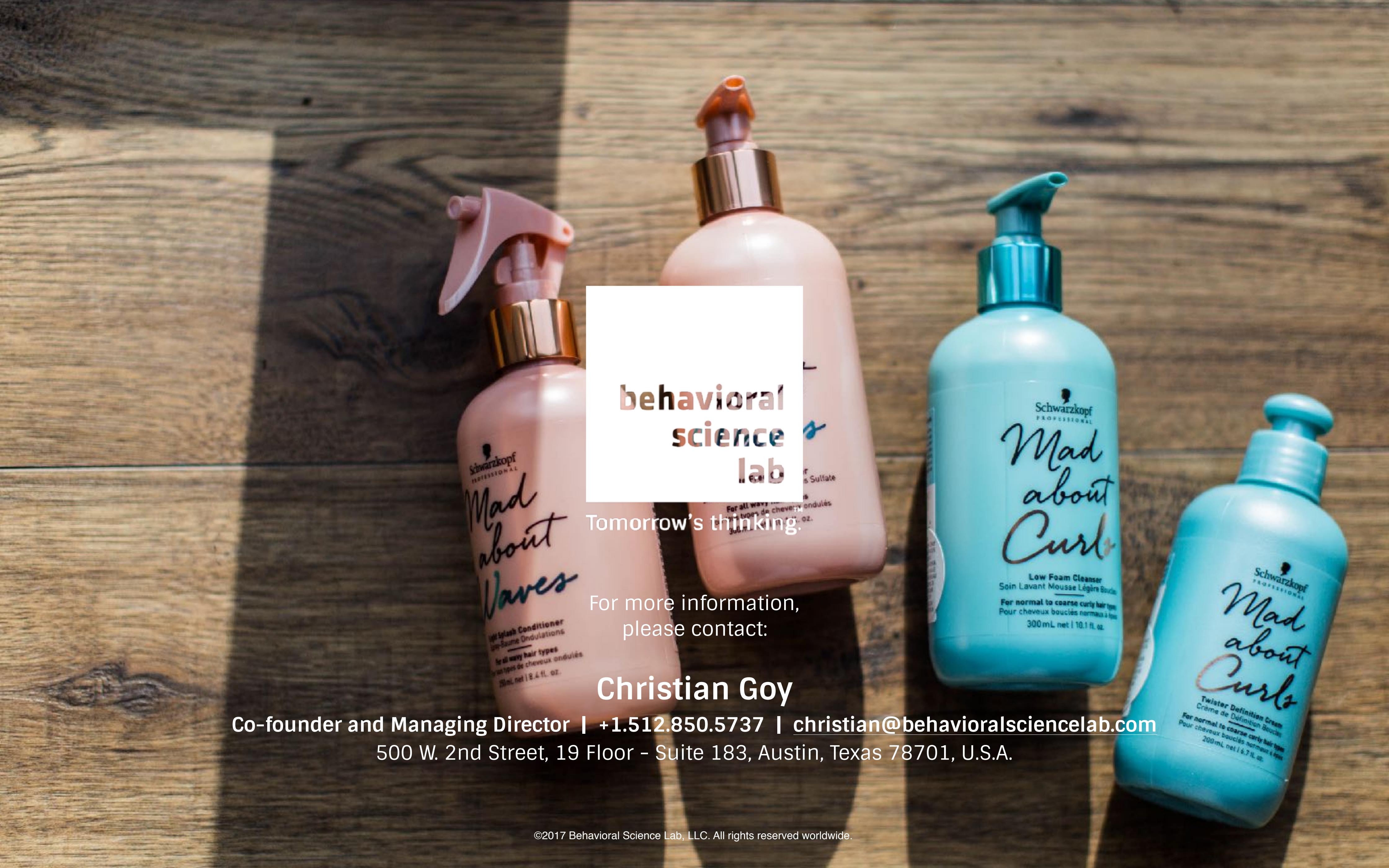
The value the client conveys wasn't immediately apparent to consumers and hindered impulse buying at the shelf. Lastly, consumers and purchasers were not necessarily the same person.

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.



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