



# Case Study: Breakthrough Go-To-Market Strategy

## BUSINESS OBJECTIVE

- *Identify opportunity segments for growth within a key global customer*
- *Drive alignment and collaboration on solutions*
- *Create commercialization plan and go-to-market approach*



## Deliverables / Key Accomplishments:

- Utilized a hypothesis driven approach and data synthesis to illuminate underleveraged demand opportunities
- Facilitated ideation session created pool of possible activations to capture growth
- Created prioritized programs and go to market action plans
- Developed 8 Ideation 'Power Insights Newsletters' drove rapid deployment and customer success



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## BUSINESS OBJECTIVE

- *Create a shopper led innovation process to uncover high potential innovation spaces for development*
- *Provide a deeper understanding of the relevant trends driving shopper behavior*



## Deliverables / Key Accomplishments:

- Category assessment defined growth segments and category/brand opportunities (current and projected)
- Created 9 overarching product and service trends influencing shoppers and built sizing models to identify the largest opportunities
- Uncovered key gaps in current research and/or data necessary to inform future innovation