

CHALLENGE

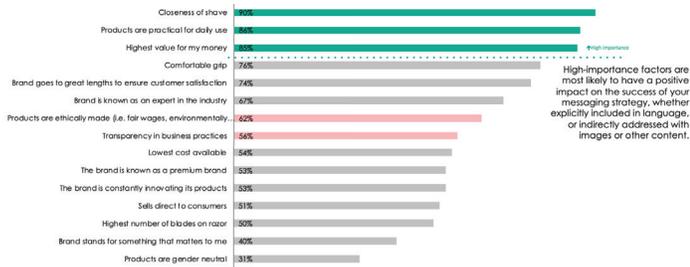
A razor blade company was primarily selling their products through wholesale channels. They wanted to push direct-to-consumer sales but needed to deliver a brand & product portfolio strategy they could use to enter the US consumer market.

SOLUTION

The agency designing the brand & product strategy partnered with Vennli, who used their market research expertise and technology to identify clear differentiation points among the razor blade company's competitors at the brand and product level. These insights powered a campaign that led to a successful entry into the US market.

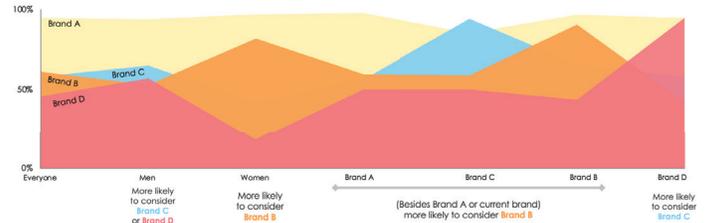
Importance Analysis

Top drivers of consideration include Closeness of Shave, Products are practical for daily use, and Highest value for my money. Of the higher order factors, Ethically made & Transparency were most likely to resonate.



Q: The following factors are important to me when choosing between different brands of shaving razors/blades (n=131)

People consider purchasing Brand A more than any other brand. Secondary brand varies by segment.



Q: Have you ever considered purchasing either of these brands? (Everyone n=131, Men n=93, Women n=38)

KEY INSIGHTS TO DRIVE BETTER DECISIONS

In less than a week, the Vennli team developed primary research and collected responses from a total of 239 high earning, urban dwellers who regularly use manual razors. Using proven methodology along with powerful analytical software, Vennli presented the resulting insights to the client.

The relative strengths of each potential competitor were mapped out. The weakest competitor performed poorly in all of the categories examined: Performance, Brand Agnosticism Among Users, & Switching.

When crafting brand messages, Vennli found the personality characteristics most likely to resonate with potential clients: Modern, Honest, Expert, and Confident.

Since the agency client was considering a gender-agnostic strategy, Vennli tested whether or not gender exclusivity was a consideration in most consumers' purchase journey. They found that gender exclusivity is not a strong factor in the market which validated the proposed strategy. Results included the following:

- Half or fewer of Men & Women agreed that product features should speak to gender-specific shaving needs.
- "None of these" was almost equally as frequent.
- Meanwhile, scores dropped precipitously for all gender-exclusive options.

RESULTS

Vennli used insights from custom primary, voice of the customer data to validate the agency client's proposed product strategy. This allowed the client to isolate their primary competitor when entering the US consumer market as well as identify the brand characteristics and product features to drive a differentiated positioning and messaging strategy.