

## Case Study: **Creating Differentiation in a Cluttered Category**



### **Business problem**

How should we talk about our new-to-the-world product offering in order to position it against other offerings in the dairy aisle?

### **Our approach**

- Gather consumer-generated sensory language in a focus group setting to describe the product's taste and texture attributes.
- Explore usage occasions and comparison to products in adjacent categories.

### **What we learned**

- While the product was very well-liked, consumers were not likely to use it to replace their current product.
- Positioning the product against other offerings in the dairy aisle was less appealing than calling out new usage occasions based on the taste and textural attributes.
- Marketing was guided to develop a positioning around the most appealing attributes rather than pitting the product against current offerings.