

### client

European Consumer Durables  
Manufacturer

### location

London, United Kingdom

### further information

Katherine Passerieu

[katherine.p@forwardthinkinginc.com](mailto:katherine.p@forwardthinkinginc.com)

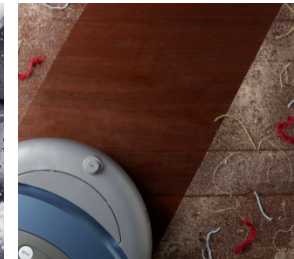
+44 (0) 208 939 2330

### services provided

- Research programme
- Marketing strategy recommendations

### the challenge

The client wished to significantly grow sales of a major product line in the UK market. forward thinking inc. were asked to conduct a consumer research programme to understand barriers to brand entry and product adoption. The research to be used as start point in the development of a new marketing strategy



### project scope

- Internal client workshop to explain key issue and opportunity areas, challenge existing preconceptions and debate and agree a fine tuned research methodology
- Competitive analysis of the market
- A series of focus groups across a broad range of consumer segments
- Preparation of research report and strategy recommendations

### outcomes

- Key insights into consumer decision making criteria and the drivers of brand choice
- A firm foundation for the development of a winning strategy to significantly increase brand share

"We worked closely with forward thinking inc. to develop our brand positioning for the UK. The result is a clear positioning that has been successfully implemented throughout the business. They brought to the project a thorough approach, excellent strategic and creative thinking and a great result!"

- Chief Executive