

MARKETING RESEARCH – OPPORTUNITY UNCLOCKER

“Research is what I’m doing when I don’t know what I’m doing” - Werher von Braun



CATEGORY STRATEGY – CASE STUDY

The X brand would like to play in toothpaste market. They decided to launch product for elder to care their oral?



DID YOU KNOW?



There are about

1,300,000

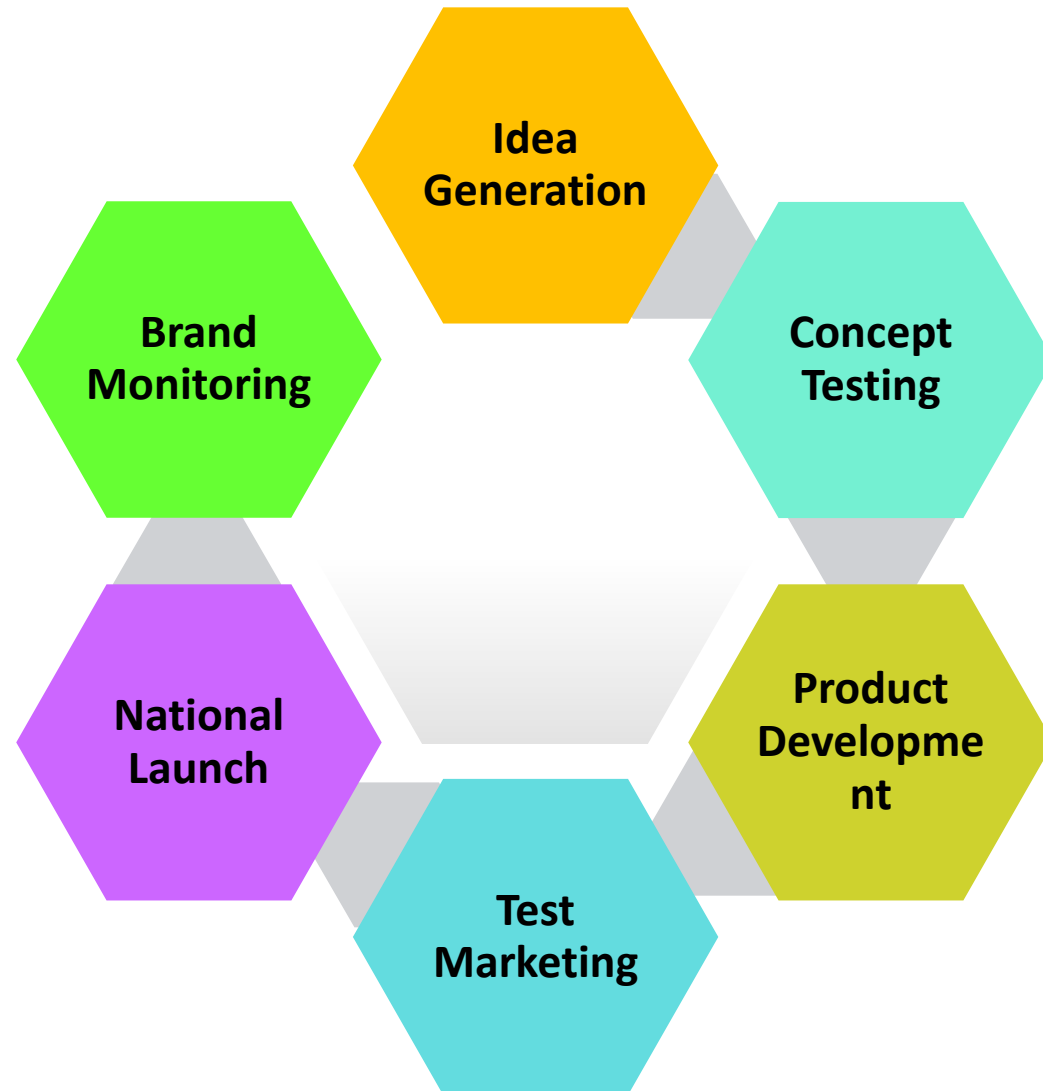
retailers in Vietnam, from North to South, both Modern Trade (Hyper market, Super market, CVS and Mini-mart), Traditional Trade, and E-Commerce

DID YOU KNOW?

70% of brand decisions are
made in-store



PRODUCT CYCLE



CONSUMERS



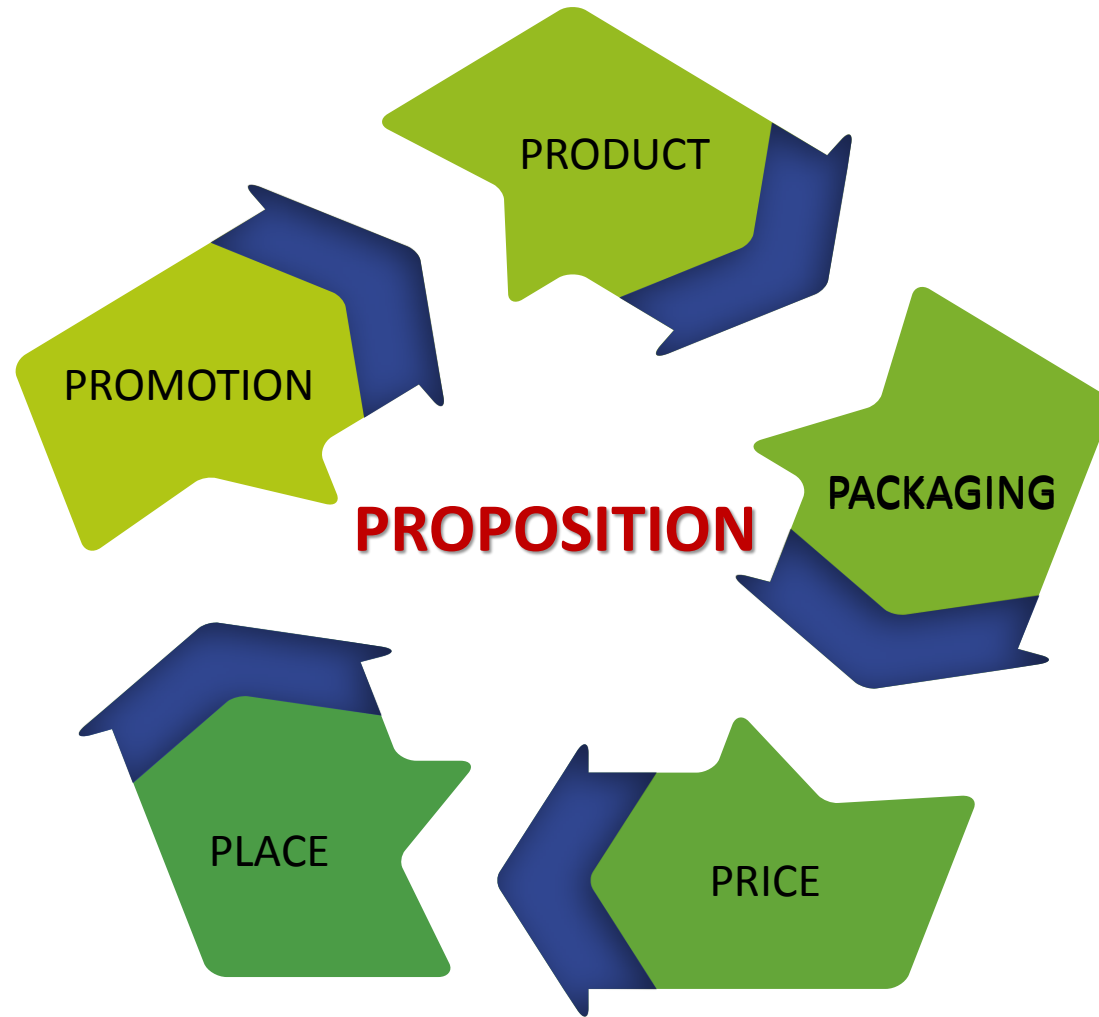
SHOPPERS



RETAILERS

360 STRATEGIC
PLANNING

WHAT BRAND TOUCHPOINTS INFLUENCE CONSUMERS' BEHAVIOR?



Insight & Data is applied in each “P” of brand from strategic proposition to daily execution which consumers see

Every great product comes from a winning insight!



Packaging is not only evaluated in terms of art or not, but
does it click consumers' insight?



CATEGORY & CONSUMER SEGMENTATION





Đi để trở về

SOOBIN HOÀNG SƠN

OFFICIAL

HOW TO COLLECT INFORMATION



Desk research

*(Các công ty research; tổng
cục thống kê, chính phủ,
social media...)*



Market visit



Interview

*Thank
you*

