

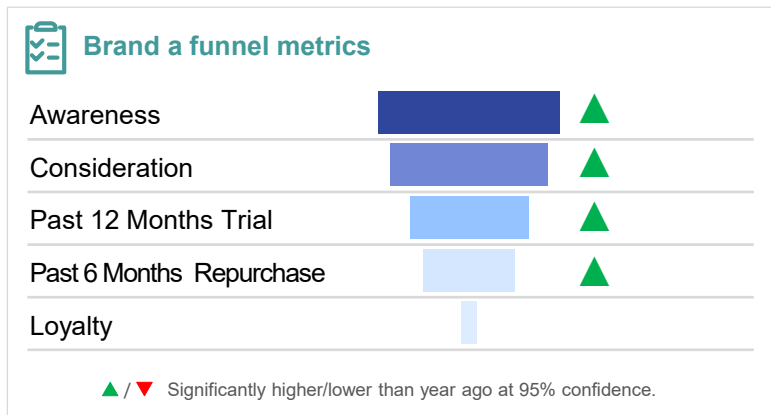
Brand Signals Case Study 4: IDENTIFY COMPETITIVE THREATS

Client Question

Which of my competitors are gaining traction and are a threat to my market share?

HELP ANSWER THE WHY

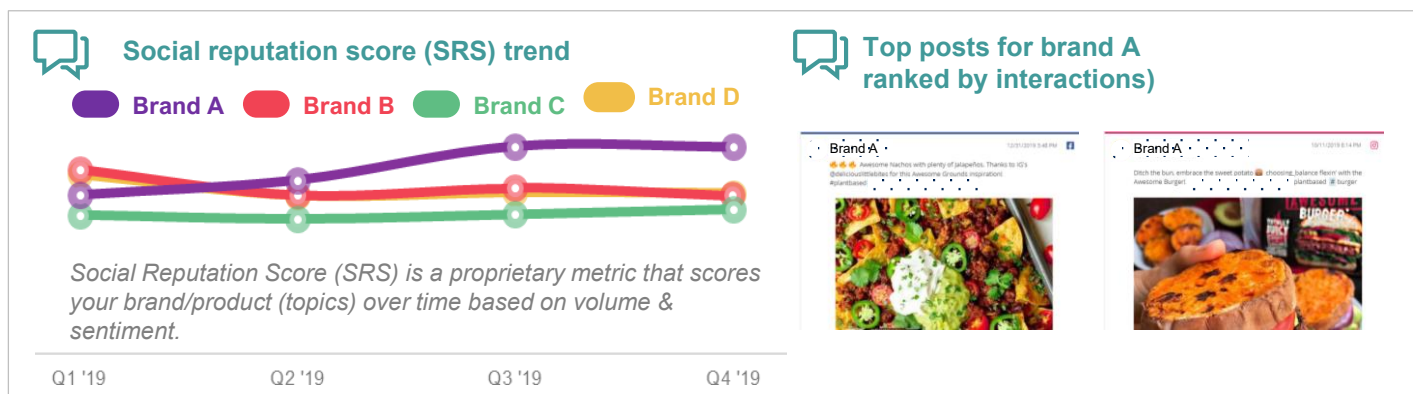
Ipsos Brand Health Tracking data identified that a small competitor, Brand A, was gaining in popularity in the frozen food category. More people were becoming aware of the brand, more were likely to consider using it and more were trialling and repeat purchasing. Our client knew it was key to understand why the competitor was gaining traction and asked Ipsos to investigate.



CONVERGENCE WITH SOCIAL CONFIRMS SURVEY AND ADDS CONTEXT

Using our proprietary social buzz score, Social Reputation Score (SRS), Ipsos identified that at a total brand level, Brand A significantly gained in positive SRS over the past 12 months. This provided confirmation of the growing popularity of Brand A we saw in survey. Upon further analysing social media data we highlighted the types of content generating this positive buzz. Looking at content with the most interactions allowed us to see what people were engaging with and added context to the survey results.

It highlighted how Brand A was disrupting the category by offering innovative new frozen food products, tapping into the growing popularity of vegan and vegetarian diets



Impact

Both social and survey provided a clear indication that Brand A was gaining in traction. Extending its insights with social media data allowed Ipsos to take learnings from Brand A to our client allowing them to reshape their future product offering and range. Brand A was filling a gap in the market, which our client can learn from and incorporate into its own portfolio of products to fend off any possible future competitive threat.

The Power of Brand Signals

Brand Signals allows Ipsos to further bring survey insights to life. The convergence of social and survey data sets allows closer examination of exactly how a brand is gaining in social media popularity, how it is impacting your own brand equity and allows you to learn from competitor activity to remain competitive and to capitalise on the consumer pulse.

