



# CASE STUDY: A Comprehensive View On Consumers' Attitudes And Behaviors

## Global CPG Client



### CHALLENGE

As part of the strategic mission to drive consumer sustainable choices and actions, our CPG client needed to gain a comprehensive look into where consumers are on their journeys, what they care about, actions they take or do not take, as well as potential segmentations.

The insight is being used to inform both brand propositions and retail activations, across different brands and categories.



### SOLUTION

For that purpose, we tapped into the client's ongoing community, a qualitative and quantitative research ecosystem with over 2800 active members in the US.

Data was collected in three stages, leveraging several surveys and discussions to get an initial pulse on awareness and engagement, deep dive on categories and size and prioritise opportunities.



### IMPACT

The findings provided our client with a foundation for assisting consumers in their effort to act more sustainably, which continues to guide actions ranging from communication, packaging to retail initiatives in several categories.

The ongoing research platform continues to be leveraged to detect any subsequent shifts in consumer attitudes and behaviors.



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