

CASE STUDY

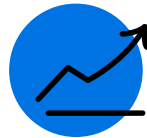
# Contraceptive brand leverages key audience feedback for powerful positioning strategy



## ABOUT

A contraceptive brand needed to collect feedback on four brand positioning territories for their prophylactic products with the goal to uncover behavior and brand insights as well as potential optimization opportunities.

## WINS



Scalable Focus Group



Reduced Research Time



Understanding Brand Perception

## Challenge

The contraceptive brand needed a research methodology that could recruit a narrow and unique segment of participants in specific age, relationship status, and prophylactic use categories. Additionally, the contraceptive brand wanted to utilize a methodology that could quickly capture consumer insights on which of the four brand positioning territories resonated most with consumers without exhausting resources or bandwidth.

## Solution

The contraceptive brand leveraged Remesh, an artificial intelligence-powered online focus group, to hold a 90-minute virtual session with 200 members of their target audience. The platform's mixed methodology enabled the brand to pull qualitative feedback from participants in real-time.

## Result

The contraceptive brand left the Remesh session with valuable insights in-hand around which positioning territories would hold the greatest appeal with their target audience segment. Of the four positioning territories tested, one stood out as the clear audience favorite, with 46% of participants identifying it as the design they'd most want to be seen holding in a store, as it appeared "inclusive" and "exciting." Importantly, 61% of consumers also agreed that the box design would stand out on shelves. The contraceptive brand is already leveraging these insights into future positioning strategy and further design optimization.