# remesh

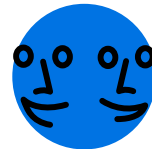# Shampoo brand validates pre-launch strategy with quick consumer insights

## ABOUT

An Asia-Pacific (APAC) shampoo brand wanted to collect feedback on the bottle sticker design and price point of several new specialty shampoos and conditioners, and to gain insights into the purchasing habits of their target audience.

## WINS

**Instant Product Feedback**

**Global Stakeholder Inclusion**

**Pre-Launch Concept Testing**

## Challenge

The shampoo brand needed a research platform that would enable them to have a conversation with their target audience in real-time. Additionally, they needed to recruit participants in a target APAC country and conduct the focus group on a platform with Google Translate compatibility for on-the-fly questions. Finally, the brand wanted a platform that offered international stakeholders backroom access to the data during and after the study.

## Solution

The shampoo brand team chose to utilize a 50-minute Remesh session with 100 participants who had personal hair and scalp concerns. The artificial intelligence-powered digital focus group allowed the team to organize and analyze consumer feedback in real-time, resulting in a quicker time to insights than with a traditional focus group.

## Result

Within hours of running a Remesh session, the brand gained detailed qualitative feedback around the purchasing habits of their target audience. The study found that consumers would be most likely to try the brand's new hair products in a sample size or at a discount. Participant feedback also highlighted a need for increased clarity in the bottle sticker messaging. These unexpected insights, in addition to robust qualitative output around sticker design, ingredient preferences, and overall quality will inform the pre-launch strategy for our client.