

CASE STUDY

Leveraging consumer feedback to understand white space opportunities in carbonated soft drink market



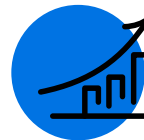
ABOUT

A food and beverage brand explored and identified key white space opportunities in the carbonated soft drink (CSD) category.

WINS



White Space Identification



Qualitative Insights at Scale



Unexpected Insights

Challenge

In the face of a large but stagnant market, the food and beverage team needed to identify white space opportunities and new product concepts within each whitespace territory.

Solution

In order to maximize insights, the team utilized Remesh, an artificial intelligence-powered online focus group that provides qualitative insights at a quantitative scale. The digital conversation was 90-minutes with 250 regular CSD drinkers. Remesh provided the food and beverage team with the tool necessary to solicit actionable consumer feedback on their CSD product ideas in real-time.

Result

As a result of running a Remesh session, the food and beverage brand identified opportunities for new product ideation and gained insights into the “why” behind top beverage preferences. Specifically, feedback about sugar content, new ingredients, and flavor profiles opened up both actionable insights and areas for future consideration.