



CASE STUDY

# Real-time insights uncover customer priorities



## ABOUT

A CPG company that produces bath tissue, paper napkins, and other paper products with an eye on customer delight and needs.

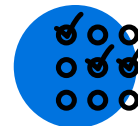
## WINS



Speedy Qualitative Data



Scalable Focus Group



Actionable Category Insight

## Challenge

With a self-conscious eye on one of its most important distribution channels, our client recognized an increasingly competitive landscape and its decreasing market share in that area.

## Solution

Under normal circumstances, the team would have gathered a sample of brand and private label shoppers and moderated a focus group. Instead, they used Remesh to collect multiple types of data with a focus on brand image, perception of value, and category needs and wants. During a Remesh session with 200 participants, the brand gathered both qualitative and quantitative insight into customer preference for the brand and for private label competitors.

## Result

The brand obtained qualitative feedback that went further than traditional qualitative research, giving them more confidence they could address channel needs.

