

## The Situation

The client was re-assessing an established and successful global strategy which disrupted many of the accepted 'rules' of the category.

Quantitative data needed to be supplemented by in depth analysis of the brand communications, both for the key client brands and also for the competitive set.

## The Approach

A three stage process was carried in two vital Western European markets.

Stage 1 was a full semiotic analysis of an extensive range of packs, TV and print ads

Stage 2 used ethnographic home immersions to gauge how consumers actually behaved within the category

Stage 3 used brand discriminating consumer workshops to explore how the brand communication semiotics could be refined against real life behaviour and attitudes

## The Outcome

The programme of work found that semiotically, the brand communications were powerful and differentiated the client brand from the competition.

However some of the message carriers needed to be less cerebral and more emotive, while resistance in one market to a core proposition was rather strong and needed to be addressed.

The research enabled future advertising executions to be fine-tuned so that the campaign could be more persuasive in certain specific product performance areas and more attuned to attitude sets in one of the markets.