Streetbees

Unearthing the consumption landscape of food and beverage

Defining the global strategy through exploration of consumption behaviours & motivations

> **A world leading consumer goods company operating in over 200 countries with hundreds of world class brands**

Overview

As part of a multi-year partnership with Streetbees, this ongoing project is uncovering incremental growth possibilities, by strategically targeting demand moments within the category

Objectives

➤ Create a connected system of integrated consumer insight across all categories and brands

➤ Look beyond top level, global averages to uncover market-specific insights

➤ Reveal the gap between claimed and actual behaviour

➤ Ongoing data capture, to lead trends and seasonality across various consumer touch points

Solution

Using Streetbees' Dynamic Growth Engine solution, the client is able to map and uncover the underlying motivations behind category-specific choices. With our chat-style app and proprietary machine learning technology, we developed an audience-specific strategy based on these behaviours, motivations and demographic profiles.

In the first 24 months, the research has collected nearly 100,000 in-the-moment occasions from 11,000+ bees (users) across eight countries. The client is able to hone in on their own products and categories as well as their competitors, to best position their brands in crowded spaces.

Results

The client is currently using the insights uncovered from this ongoing project to:

> Unite teams across the business all the way from insights and marketing to strategy

> Build on communication development and media planning & execution

> Inform portfolio innovation & portfolio extensions

> Shape audience identification and full funnel targeting

🐝Street bees

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