



HOW AN E-COMMERCE GIANT BUILT THREE BRAND AWARENESS CAMPAIGNS SIMULTANEOUSLY THROUGH OUR SEGMENTATION RESEARCH

CASE STUDY

Reevaluating stale consumer research ahead of three brand awareness campaigns

As the company prepared to launch new campaigns to drive awareness and consideration of its high-end sub-brands, the client needed a deeper understanding of luxury consumers. Where do they shop, and when? How much do they spend? What do they want (and not want) from their shopping experiences?

The company had market segmentation research produced by a competitor a couple of years earlier. However, the insights felt stale and thin, adding little to the client's understanding of luxury consumers. Most problematically, the old segmentation failed to identify the market potential in the luxury space and said nothing about how the client should differentiate the nascent sub-brands from each other and the rest of the industry.

In short, the client knew the research couldn't carry the weight of these multimillion-dollar brand campaigns. Because segmentation usually provides the roadmap for the next three-to-five years, the client needed a more thorough, trustworthy option.

MEET THE CLIENT

This client differentiated itself in its industry by creating a better online shopping experience. Today, the company is a global brand offering products at a variety of price points, in a variety of styles. When our partnership began, the client wanted to further develop its high-end, specialty brands around the specific desires and values of high-end shoppers.

About the Client

Industry: Home retail

Company Size: 16,000+

Product: Custom Research (Segmentation)

Let's talk about how our custom research can build a stronger foundation for your next big campaign.

LET'S TALK

Building a better roadmap for strengthening brand identities and allocating spend

As the client began strategizing around the three sub-brands, Morning Consult served as an advance team, sizing the market and identifying gaps that could be leveraged. We developed a custom research plan consisting of three consecutive surveys that built on each other, homing in on the client's target audiences. From early in the partnership, we began gathering stakeholder input and building it into our research, so that our deliverables neatly aligned with the client's current plans and teams.

Through our collaboration, the client receives:

A SEGMENTATION APPROACH THAT'S 100%-TAILORED TO THE CLIENT'S NEEDS

Our data scientists start from scratch with every deliverable. Where our competitors take shortcuts, we take care that our research instruments factor in each company's industry and target audiences, as well as their internal teams' needs. This fine-tuning means that clients can trust our results are statistically and contextually accurate — enough to bet millions on them.

A MORE ROBUST AND UP-TO-THE-MINUTE VIEW OF TARGET AUDIENCES

We scrapped the old segmentation and built our own from scratch. Through our custom research techniques, we brought these customers to life for the client, using data to describe their spending habits, motivations, values, finances and more. With this intimate understanding of luxury consumer groups, the client can cater its messaging for each of its brands to delight shoppers and build affinity.

STRATEGIC ADVICE FOR DIFFERENTIATING EACH OF ITS BRANDS

After sorting luxury shoppers into key consumer groups, we offered strategic guidance on which of the three brands should pursue which segments for maximal value. This guidance helped the client's marketing and insights teams shape the brands' positioning, value proposition and collateral with minimal overlap.


PROACTIVE SUPPORT DURING THE SEGMENTATION'S ROLLOUT

For such a large company, getting buy-in early and often is critical. To smooth the way for final approval, our client team built multiple rounds of stakeholder feedback into our process. We gathered input not only during the rollout but also during the scoping, research and analysis phases. After delivering the research, we held listening sessions and Q&As across the organization to ensure the segmentation became a tool that employees actually use — not just another dashboard that gets buried in their bookmarks.

Building segments into insightful long-term strategy

Durable segmentation research can be a roadmap and foundation for a company's entire marketing strategy. The client will use these segments to not only inform its brand campaigns but also to set up long-term tracking of brand health and reputation metrics. Moving forward, the marketing team will have a fast and powerful tool for measuring their impact with the audiences that matter most.

Let's talk about how smarter segmentation can strengthen your campaigns.

LET'S TALK 

 MORNING CONSULT®