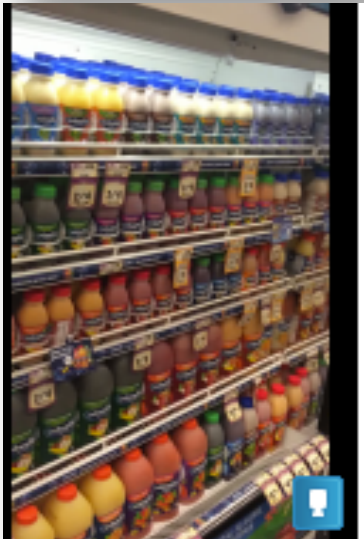
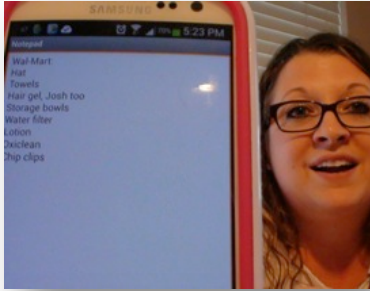


CASE STUDY: Ambient Dairy Path to Purchase



- **Business Need:** Extend the brand to become a health and wellness leader in a new-to-the-brand, dairy-centric beverage
- **Research Objective:** Understand consumers' motivations and barriers around shopping three beverage categories
- **Research approach:** Doyle provided moderators for multiple markets simultaneously to expedite protocept development behind the scenes for a faster launch
 - **Brand landscape:** Focus groups, including a product sort, helped identify beverage categories with the strongest opportunities for a health and wellness story
 - **Consumer perceptions and brand landscape:** In-home interviews enabled depth discussions about rituals, perceptions, and ingredients associated with health and wellness
 - **Actual shopping behaviors:** Shopalongs and mobile video diaries surfaced barriers to existing products, provided packaging and pricing input, and identified benefit/communication assurances needed for a credible dairy entry
- **Results:** Findings fueled development of an optimal positioning for this new product, identified compelling product benefits and attributes, as well as new-to-the-brand packaging considerations