Case Study: Identifying ‘Whitespaces’ for a Leading Coffee Brand

BACKGROUND PROBLEM

We partnered with a leading coffee brand to **identify consumer passion point ‘whitespaces’** that provide scalable reach and competitive differentiation.

RESULTS

- Identified travel as the top interest area for their strategic target consumer
- Uncovered a whitespace in the ‘travel journey’: for every 1 day consumers spend travelling they spend 10 planning, discussing, or consuming travel content
- Provided quantitative proof of brand fit, allowing the team to align stake-holders around the new direction

“The team provided key insights that helped us both validate decisions and provide new, fresh ideas that enabled us to offer more relevant sponsorship solutions for our brands.”

— Senior Director of Assets, Influencers, and Partnerships

