CASE STUDY | Building Data-Driven Passion Strategies Across a Multi-Brand CPG Portfolio

SITUATION

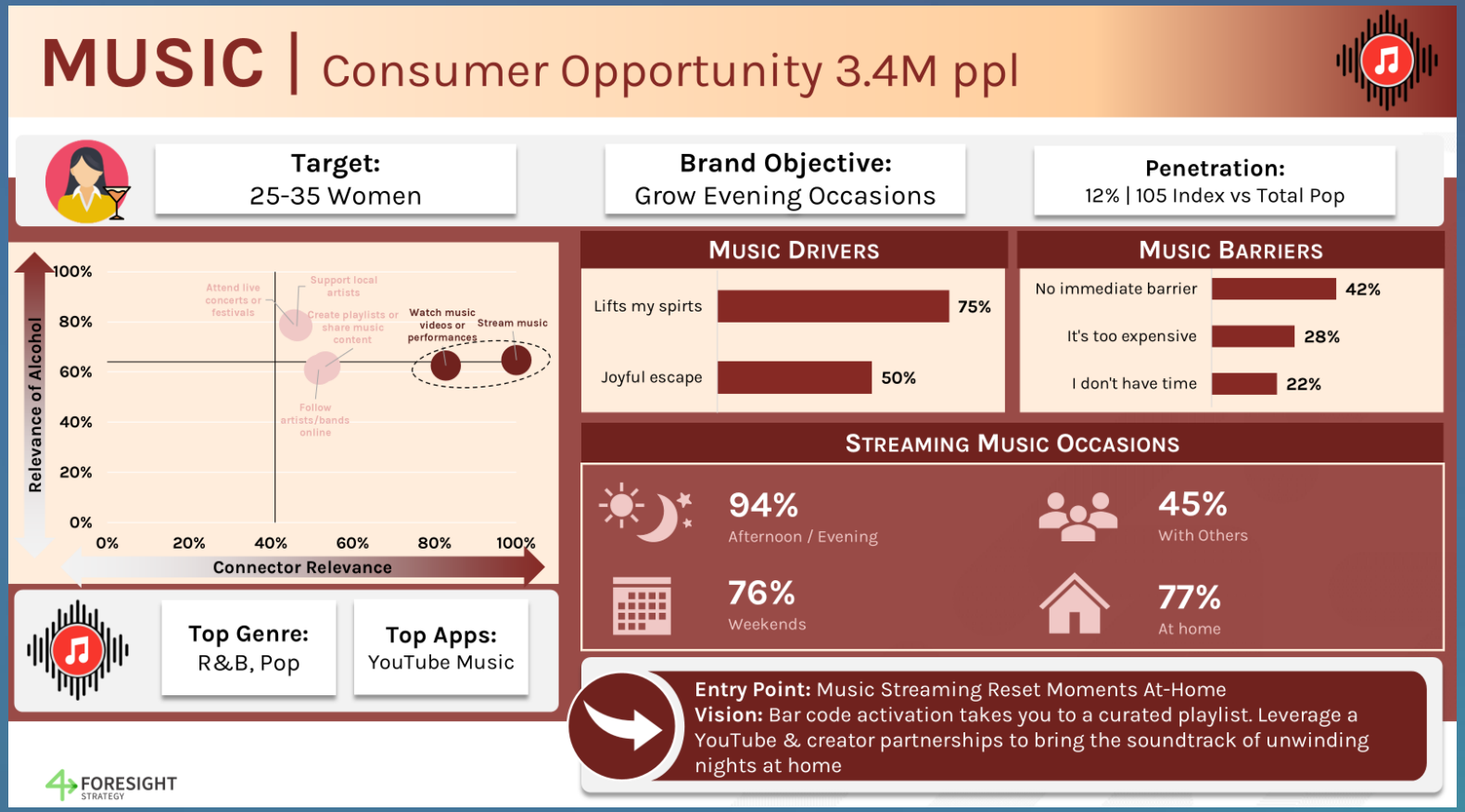
A large, multi-brand portfolio had overlapping audiences and lacked differentiation, with no clear view of which spaces were best suited to each brand. The business needed an evidence-based framework to guide focus.

APPROACH

We ran a passion study to size opportunities, identify the strongest connectors, and map motivations and barriers for each brand's target. We then built "How to Win" playbooks to guide activation strategy

RESULTS

A clear, portfolio-wide strategy that assigns distinct passion territories to each brand, quantifies the addressable audience, and guides investment decisions.



"**Thank you for a powerful piece of work**. We appreciate your partnership and being willing to shape the story with us. It's a major step forward — especially with the global best practices and connectors."
-Insights Director, South Africa