CASE STUDY | Helping a leading beverage brand re-shape their passion strategy in Latin America

SITUATION

The brand had invested heavily in sports partnerships for decades, but shifting business priorities required a renewed focus on recruiting the next generation of consumers.

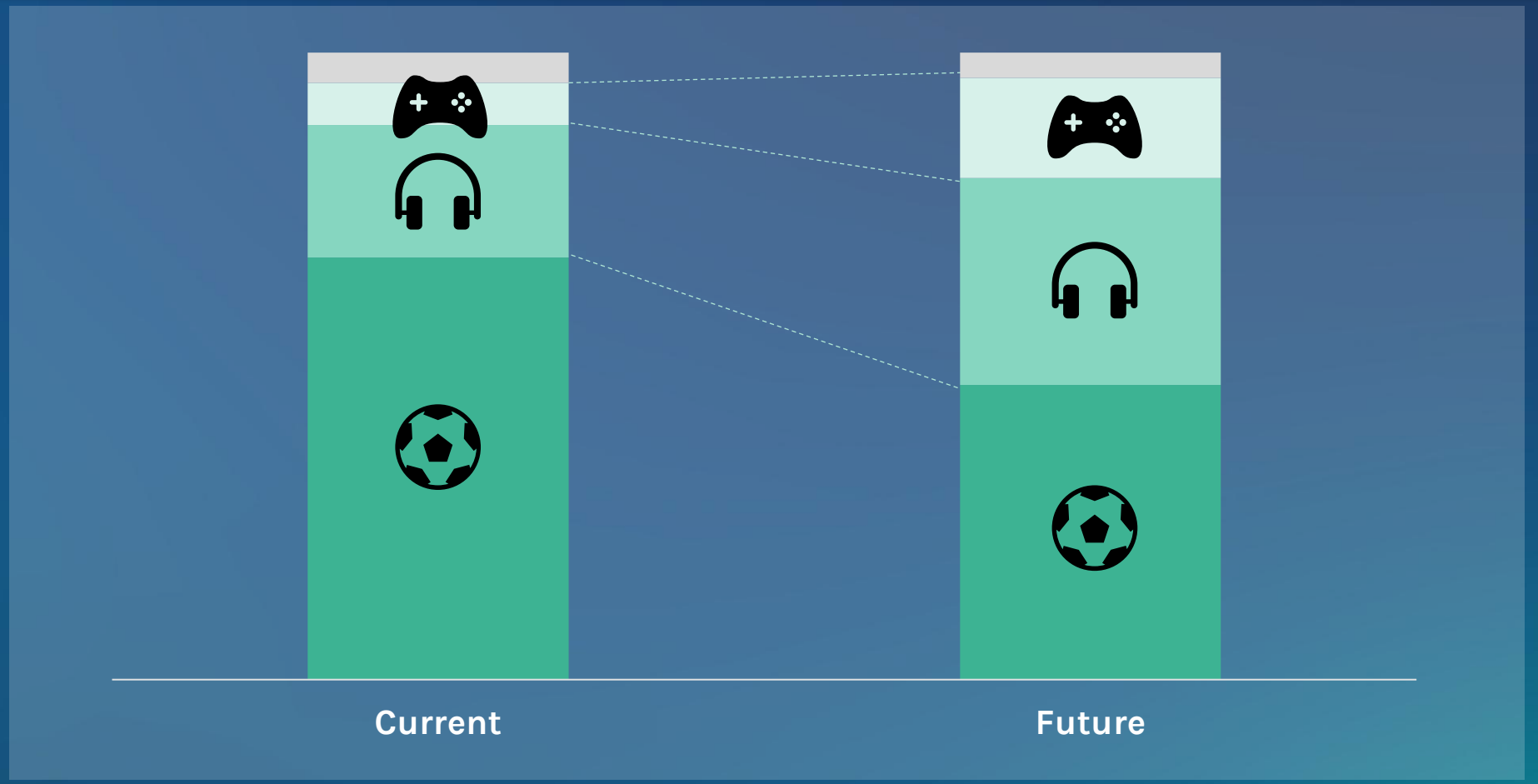
APPROACH

We ran custom research across key LATAM markets and built a passion-mix model to quantify where the brand should invest.

RESULTS

19% Reduction in spending on sports

50% Increase in spending on Music and Gaming



"**Working with Foresight has been a game-changer for our strategy in Latin American markets.** Their data-driven and business-oriented approach provided us with clear, actionable insights that have led to significant improvements in our performance. We particularly appreciated their methodical and innovative strategies that have not only optimized our existing operations but also opened new avenues for growth."

-Sports, Partnership & Operations Director, Latin America