



Case study- FMCG industry

A transnational consumer goods company with products ranging from food, beverages, cleaning agents to personal care products. Its products are available in approx. 200 countries.

Objective



Detect comments & discussions related to pre-defined set of brands through screening & crawling of online sources.
Define the most relevant & important target groups within each country.

Solution



Share of Voice per brand and key aspects identification about particular product ranges and connect consumer profiles with purchasing behavior.

Benefits



Optimized marketing messages, packaging and product display strategy according to Profile's needs. Enhanced consumer experience by targeted storytelling focusing on relevant topics for each profile in each market

"Targeting based on Symanto's Psychological Profiling is far beyond demographics or behavior" -Head of Global Customer Insights-

