

CATEGORY USE OCCASION GROWTH STUDY

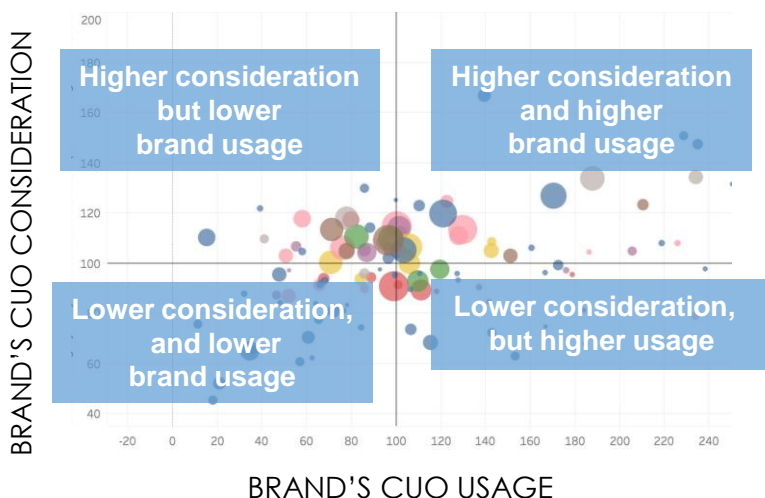
A tool to identify the high-potential growth areas for your brand

WHY THIS STUDY IS IMPORTANT

Modern marketing science has shown that category use occasions (CUOs) – the who, where, why, when, how, and what your brand is used for – are essential for growing your brand. The more CUOs your brand is thought of for by the consumer, the greater share it can hold in a category.

OUR APPROACH

The CUO Growth Study surveys consumers to understand their current category, brand, occasion usage, and considered usage. This data creates your brand's CUO Growth Map and clearly visualizes the opportunities with the highest potential for growth.



WHERE IT'S WORKED BEFORE

KFC INDONESIA



As the dominant QSR player in the region, KFC Indonesia was looking for even more growth opportunities. The CEP study helped them prioritize which category segments to focus on for future growth, which was built into their long-term marketing strategy.

PIZZA HUT TAIWAN

Pizza Hut was an established brand in Taiwan, but the CEP study helped identify key category segments they were underdeveloped on. The CEP Growth Map helped them formulate a strategy for growing in these segments.



WHAT IT COULD DO FOR YOUR BRAND

CUOs are key to growth and have a direct connection to sales. We provide you with an action plan with tangible strategies and solutions that help you:

1. Identify which CUOs have the greatest growth potential for your brand so that you can understand which CUOs to grow (and not grow) to help prioritize investment
2. Identify how to target your growth opportunity CUOs so that you can more efficiently target them for innovation, communications, media, etc.

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TO SET UP AN INTRODUCTORY CALL

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