



ruby cha cha knows branding

## How do you use research to craft the optimal blueprint for future global brand growth

### 1. The Obstacle

The challenge was this: a well-known global FMCG brand wanted to understand how to express a **global positioning** in a powerful and motivating way to **unlock brand growth opportunities across different market contexts**. The business knew that the work needed to be based on strong consumer insights, but needed more than just insights. They needed understanding of unspoken consumer needs translated into a rich consumer connection platform and an understanding of how that might be articulated across different cultures and market conditions.

### 2. The Pieces

The Ruby team was involved from the outset. What we outlined and executed showcases the essential research required to develop an effective consumer understanding and connection which would unlock brand growth. Working collaboratively, Kellogg's, the global advertising agency and Ruby cha cha utilised a multi-market research programme to help unlock what a particular territory of interest meant to consumers/customers and what this could mean for the target brand. At the outset we developed an **in-depth global online community** to understand the language, dialogue and visual metaphors consumers used to describe the territory of interest and brands that played in this space. We then turned these insights into a move-forward workshop plan to help shape potential brand platforms. Once this had been brainstormed and discussed between the three partners, a **multi-market qualitative programme** was executed. We used **consumer workshops** to help craft an optimal road map, and applied a **fresh alternative to traditional mood boards** that we know consumers respond to. We call this process **BrandMagic™**. The outputs from Brand Magic™ are much crisper than traditional positioning research. They not only define the brand, its tone and the nuances which make it unique or different in the consumers' mind, but they help marketers understand how the brand has been developed and assimilated. Understanding this process provides insight on how to manage, **direct or change the mental imprint of the brand** in a way that is congruent with how consumers want to interact with that brand in the future.

### 3. The Picture

We are proud to have been involved in the dissemination of the information to key internal stakeholders which directly fed into the **global communications briefings and brand plans**. These findings were critical for the brand, both in terms of how the customer base perceives it, and its whole external philosophy.

**INTERNATIONAL. COLLABORATION. QUALITATIVE. WORKSHOPS. BRANDING. FMCG. TRANSLATION OF INSIGHTS TO STRATEGY**

ruby cha cha



WINNER  
EXCELLENCE AWARD



WINNER  
BEST CASE STUDY



FINALIST  
BEST METHODOLOGY



WINNER  
FERNANDA MONTI AWARD

branding