

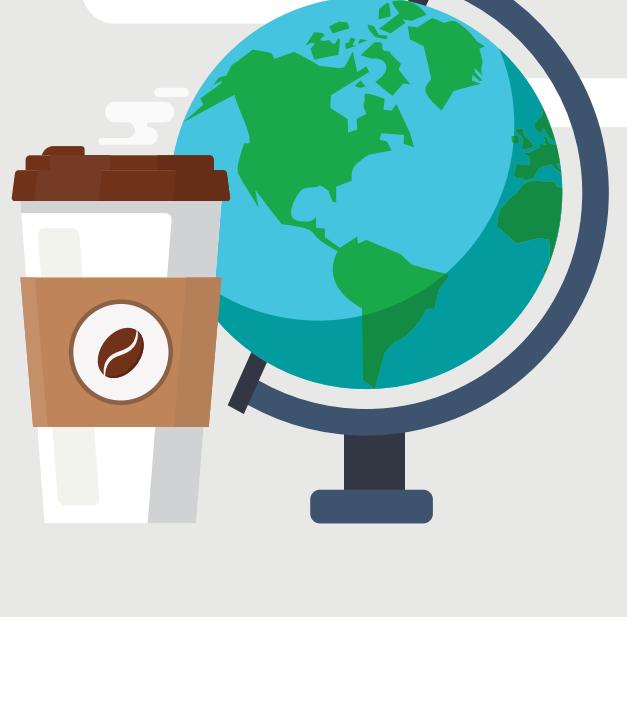
CULTURAL FRAMING

Early Stage Products Development with a Global Beverage Company

CHALLENGE:

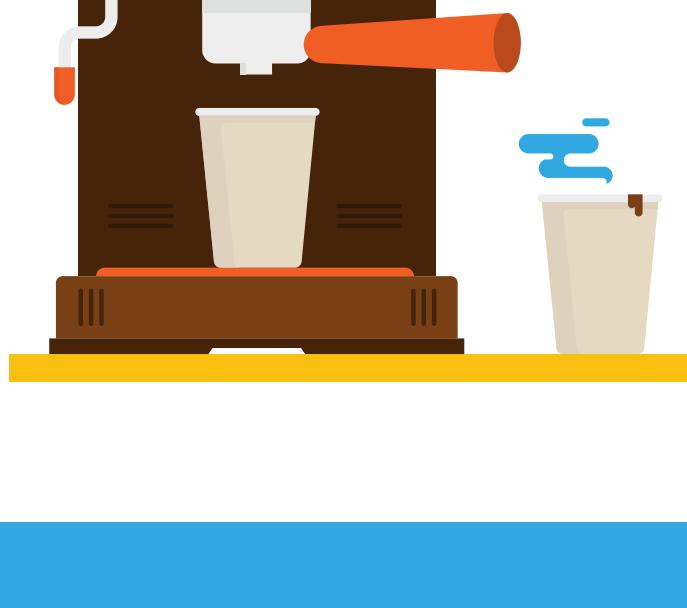
Coffee is more popular than ever, with an increased variety of products driving stronger engagement across drinkers of all ages. But there is a limit to the potential in the largest markets. Coffee and beverage companies are looking for new ways to take advantage of global markets where there is room for growth.

A global beverages company was looking for ways to launch a new ready-to-drink (RTD) coffee beverage in Latin America. However, there was insufficient knowledge about the role that coffee plays in the region. Our client needed to understand the coffee landscape before committing to developing a new offer.



SOLUTION:

CULTURAL FRAMING — a new methodology to uncover cultural values that affect consumer behavior—was used to identify the symbolic and social meaning coffee has in Latin America. Cultural Framing provided a unique framework to contextualize qualitative consumer research within broader historical and emerging trends in coffee consumption:



- Digital qualitative research captured the what, when, where, and why's of coffee consumption in different Latin American countries - ensuring that we understood the consumer landscape;
- Digital collages and projective techniques identified deep-seated needs that coffee addresses for consumers throughout the day - uncovering conscious and unconscious associations with coffee;
- Mapping of consumption moments with relevant need states identified the optimal moments for RTD coffee beverages and emotional ties to anchor a product;
- Cultural analysis of the cultural values associated with coffee uncovered the deep symbolic meaning associated with coffee in targeted Latin American markets;
- Semiotic analysis of dominant and emergent cultural codes identified innovative and culturally-resonant messaging and positioning territories for a new RTD product.

OUTCOME:

For this client, Cultural Framing informed early stage product development strategies, with insights anchoring client organization in real-world micro and macro contexts in which a new product would be envisioned, produced, and launched. Our approach paved the way for the global client team to launch a regional product that is:

- Grounded in the values, attitudes, and needs specific to the category in the culture
- Informed by emerging brand expressions
- Based on a clear strategy of connecting with consumers in a culturally-relevant way

For more information on how Cultural Framing can help your product innovation, contact us.

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