

Case Study

Market & Competitive Insights for a CPG Company



Case Study

Market & Competitive Insights for a CPG Company



About the Client



- The competitive intelligence (CI) head of a US-based consumer packaged goods (CPG) company, with nationwide operations

Client Objectives / Goals



- The client sought timely updates on its competitors and the market
- The client intended to share the information with its key internal stakeholders to ensure that they were well informed about the market movements

Approach and Methodology



- RocSearch conducted a brainstorming session with the client and proposed a periodic newsletter covering five broad heads:
 - Competitive landscape
 - Markets, both domestic and foreign
 - Legislative and regulatory environment
 - Retailer watch
 - Pulse of the consumers
- RocSearch leveraged access to subscribed databases to select the relevant news articles, besides scanning press releases, competitor's websites, industry associations, trade bodies and analyst reports to ensure comprehensiveness of the newsletter

Sample Output



Results / Value-add



The newsletter turned into a one-stop solution for timely competitive and market insights for the client and the senior management