

Case study:

Uncovering the drivers and barriers for the consumption of its products versus its competitors.



TRYBE PACKAGE:

- _ Brand & Category Tracker
- _ Product Feedback

PRODUCT(S):

- _ Haliborange Mini Pack

VERTICAL:

- _ Vitamin and Mineral Supplements (VMS)

Haliborange dates back to the 1930s when it was marketed as the “nicest way of taking halibut liver oil”. At that time, children were given fish oil supplements to provide vitamins A, C and D.

Haliborange prided itself in its fresh juicy orange flavour and the fact that the syrup had no fishy taste. In 1994, Haliborange was bought by Seven Seas, one of the world’s most established dietary supplements in 100 countries.

Background

Haliborange launched its successful softies range in the minipack variety to capture interest and cross-target parents who were purchasing bottled vitamin and mineral supplements for their kids. The Haliborange mini-packs, containing five softies were launched in August 2015 and are geared towards a more on-the-go lifestyle.

The Haliborange team wanted to sample its products directly to its key shoppers - mums with kids between the ages 3-12 and turned to Trybe to generate insights to better understand the drivers and barriers for consumption of its products.

The Challenge

The Haliborange team wanted to take a deep dive into its key competitor landscape and better understand the drivers for conversion of their competitors versus their own brand funnel.

Additionally, they wanted to gather tangible insights for their new mini-pack variety to understand its position in the market place.

The Approach

By taking a two-pronged approach, Haliborange was able to identify and deliver samples into the hands of its target shoppers whilst uncovering valuable insights about its products versus its key competitors.

Additionally, by segmenting its target audience into two categories; a specific pre-determined target group and an open target group, Haliborange were able to explore and understand other potential target groups which helped reassure the team that they were on track when it came to addressing market needs for the VMS segment.

By conducting and analyzing survey findings, the Haliborange team were able to carefully study the drivers and barriers to conversion for its own funnel as well as the drivers for conversion of its competitors. This provided a comprehensive overview of the market and helped the team identify potential profit pools to tap into.

// KEY INSIGHTS

_ Gained a clear understanding of the brand’s USPs.

_ Helped identify which segments that the brand resonates with and what drove these consumers through the brand funnel.

_ Highlighted which consumer segments prefer competitive brands and why, through a thorough competitor analysis.

_ Got qualitative feedback on how different consumers use the product in their daily life.

_ Validated additional hypotheses through qualitative and quantitative insights.

“The Trybe team were an easy bunch of people to work with. They understood our objectives well and handled it end-to-end efficiently. We are happy with the results and will recommend them for future campaigns.”

Payal Bangar
- Brand Manager, Merck Consumer Health