

Case study:

Sørland's Müslibar leverage's Trybe insights to drive sales in the competitive snacking market



Scandza was founded in 2007 by Jan Bodd and Stig Sunde with an ambition to create a leading branded fast-moving consumer goods platform in the Nordics. Today, Scandza is an aggressive fast growing challenger within the Nordic FMCG landscape, and a portfolio of strong local brands, complemented by well-known licensed global brands.

TRYBE PACKAGE:

- _ Brand & Category Tracker
- _ Product Feedback

PRODUCT(S):

- _ Müsli-Bar - Milk Chocolate & Oatmeal Cookies
- _ Müsli-Bar - Milk Chocolate and Peanuts

VERTICAL:

- _ Non-durable goods (FMCG)

Background

In early 2016, Sørlands Chips, a brand under the Scandza umbrella, launched Müslibar, a new product range of snacks which are healthy yet indulgent.

The launch saw positive initial sales numbers and the company wanted to ensure this turned into long term sales growth for both the product range and the brand. The team decided to try a new approach and turned to Trybe to gather comprehensive insights to explore consumer behaviour and preferences, to better understand the competitive landscape and the impact on market penetration and adoption.

The Challenge

Sørlands launches between 10-20 products variants every year, but finds it challenging to determine which products or variants will drive continuous sales growth post-launch. The Sørlands team felt they were onto a winner with the Müslibar range as early indicators pointed towards a sweet spot between the traditional and healthy snack categories. For the brand to successfully grow into a profitable revenue stream, the team needed insights into the drivers of its initial success and turn them into actionable outputs to grow the brand.

The Approach

The Approach By combining Trybe's Category & Brand Tracker along with its Product Feedback packages, Müslibar was able to build its brand funnel as well as the brand funnel of its competitors, allowing the team to study consumer behaviour patterns and current snacking habits across the population of consumers.

This allowed Müslibar to analyse the barriers and drivers to conversion for its own funnel as well as the drivers for conversion of its competitors, identifying which particular competitor Müslibar could most easily source consumers from and what current consumer snacking habits were. Through target group identification, Müslibar did targeted product sampling and were able to generate the product's overall general liking, net promoter score, repurchase probability rates and over a thousand individual reviews for marketing and social sharing.

// KEY INSIGHTS

- _ Validated their hypothesis through qualitative and quantitative insights.
- _ Helped identify target market and the barriers and drivers to conversion through the brand funnel.
- _ Identified key USP's which have helped drive market penetration.
- _ Increased trials through target sampling to drive awareness and re-purchase.
- _ Sales have grown 8% since implementing actions post Trybe engagement.

/// Trybe's unique approach of combining product sampling and consumer insights exceeded our expectations by delivering the results of what were previously multiple campaigns through a single engagement.

Mikkel Haugstveit
- Category Manager, Scandza