

**Case study:**

How Trybe equipped Wrigley's with insights to validate its hypothesis and support channel listing negotiations



**TRYBE PACKAGE:**

\_ Brand & Category Tracker

**PRODUCT(S):**

\_ Wrigley's Extra

**VERTICAL:**

\_ Non-durable goods (FMCG)

With operations in approximately 50 countries and distribution in more than 180 countries, Wrigley's brands bring smiles to faces around the globe. The company is headquartered in Chicago, Illinois, employs approximately 17,000 associates globally, and operates as a subsidiary of Mars.

**Background**

Wrigley's needed to create consumer profiles for individual products and variants to ensure that its social media campaigns and advertising were targeting the right consumers with the right product.

These consumer personas were also paramount to upcoming brand strategy and planning to ensure optimization of resources and tactics and contributing to ROI.

**The Challenge**

The brand team wanted to dig deeper to identify its core consumers and uncover whether there was any correlation between particular flavours and consumers based on various socio-demographics data-points to understand who consumes which products. On a more granular level, the team also wanted to explore the core drivers for purchase along with consumption frequency, usage and favoured buying channels.

Additionally, Wrigley's needed validated arguments to support them ahead of upcoming retail listings negotiations.

**The Approach**

In order to support Wrigley's requirements, Trybe tailored its category tracker package to focus on Wrigley's own brands instead of its competitors, thereby providing the ability to understand its own products standing within its category. This included an "own-brand" category comparison where 10 of Wrigley's own products were surveyed along with a consumer insights driven approach to unlock consumption and shopper habits.

In order to uncover if there were any correlations between product and target groups, Trybe worked to analyse which flavours appealed to which demographic and socioeconomic groups in the population. In doing so, Trybe was also able to uncover dual usage between the products and its target group.

Then, to strengthen Wrigley's hypothesis, Trybe looked into the preferred packaging option mapped against consumer's buying channels which unlocked a very interesting and core insight for the team.

**// KEY INSIGHTS**

\_ Provided supporting statistics to validate its hypothesis on correlation between specific products and buying channels.

\_ Better understanding of its consumers to facilitate the creation its own "consumer personas" for each product based on the insights delivered.

\_ Identified occasion and usage for individual variants, further enriching the 'consumer persona' profiles.

\_ Revealed patterns that identified particular consumer groups preferences to shop in certain retail channels to help support arguments for retailer listings.

**// Trybe analysed chewing gum habits which helped create consumer personas for our top 10 products, which we actively use in social media marketing and communications. Additionally, Trybe Insights supported us with arguments for use to increase listings in relevant retail spaces.**

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