



# CASE STUDY



*M/A/R/C®'s Innovation Platform guided the development of a category game changer*

## THE CHALLENGE

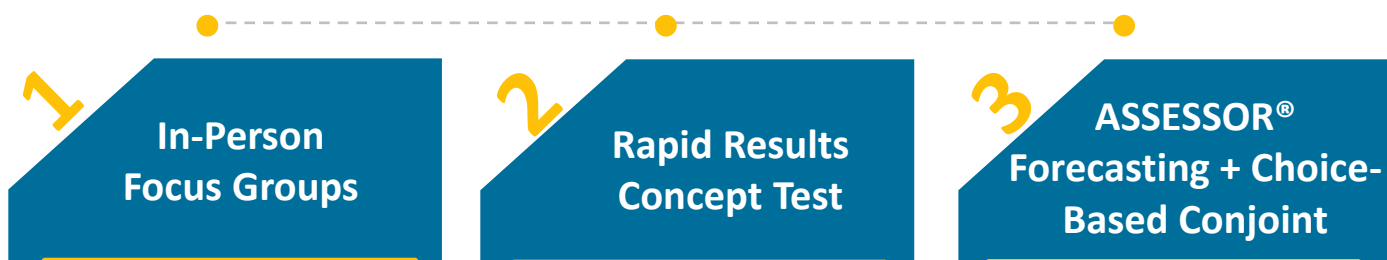
A global leader of pet products wanted to introduce a new highly effective, premium flea & tick preventative. The new product offered superior efficacy and duration. However, there was concern about whether the new product could overcome persistent negative perceptions for the subcategory and attract a viable and sustainable customer base.

## Our client turned to us to:

- ◆ Determine levers to change consumer perceptions
- ◆ Identify the most appealing positioning
- ◆ Quantify volumetric opportunity and incremental sales
- ◆ Determine optimal price point
- ◆ Profile future customers for effective targeting

## THE SOLUTION

### A Comprehensive Approach



## THE RESULT

Qualitative consumer feedback, along with Rapid Results insights, confirmed the viability of several unique positionings. Based on results from the in-depth ASSESSOR® + Choice-Based Conjoint evaluation, M/A/R/C® established a roadmap to alleviate consumers' concerns, facilitate trial, and establish sustained usage. The product was successfully launched and achieved sales consistent with ASSESSOR® forecasts. Today, this product is one of our client's top-performing brands.

We'd love to share more!

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