



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



*In-Person
Focus Groups*



*Rapid Results
Screening*



*ASSESSOR® Forecasting
+ Choice-Based Conjoint*

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.**

To learn more, please contact:
marketing@marcresearch.com

