Challenge: Brand wants to understand the market for protein drinks and launch its new product.

Objective: Zanroo Social Listening platform to identify consumer insights based on competitors' products to understand the market.

Solution: Use Zanroo findings for brand positioning and communication for future marketing purposes.

Tactics:

Step 1: BRAND
- Compared & Analyzed all social conversation among competitors
- Brand reputation did not play as important a role as anticipated.

Step 2: Consumer Analysis
- Analyze share of voice and listen to trends to understand consumer behavior
- Price is the big factor when it comes to buying a protein drink.
- Consumers always compare nutrition value such as (protein & sugar)

Findings:
- Brand launched its new product in the market at a lower price.
- Product was differentiated by types of protein used, price and nutrition value.

Insights:

Results: