

A successful marketing strategy is built upon an effective segmentation

The need for proprietary insight

Bunge was using a generic consumer framework as its basic marketing decision making tool in its central and eastern European markets. However, as a strategic tool, it had severe limitations.

In its core edible oils geographies - Bunge needed to develop its understanding of consumer's unmet needs; the level of product differentiation in the market and the drivers of successful NPD.

To manage its product portfolio, Bunge needed to understand how many products could or should exist in order to drive volume/revenue growth.

Making it actionable

Bunge wanted a quantified map of the major needs clusters, using this to explain the motivations that drive consumers to buy bottled oil.

Having built this framework, Decision Architects overlaid brand consumption, gaps and unmet needs, and enabling the business to develop its commercial/ marketing strategy.

Actionability was rounded out with work to support the future strategy and provide input to the development of both communications and innovation roadmaps.

Understanding the market

Work covered Russia, Ukraine, Poland and Hungary.

Ethnographic interviews and accompanied shopping explored how consumers interacted with the category, their needs and desired experience, and how those needs were either met, or not. The research program was rounded out with a quantitative study.

We developed a map of need clusters, supported by data-rich profiles, fully quantified market maps and a volume/value model. Outputs also included an audit of communication and innovation levers developed to provide inputs to key activation workshops

A consistent view & common language

We delivered insight into consumer needs and choice drivers – allowing the marketing team to accurately gauge the attractiveness of different market opportunities and make investment decisions accordingly.

We supported the identification of 'strategic imperatives' and developed the action plans required to deliver

The BUNGE logo features the word "BUNGE" in a bold, white, sans-serif font. Above the letter "U" is a stylized icon consisting of three horizontal lines of varying lengths, resembling a grain stalk or a sunburst.

Bunge is a \$42bn global agri-business with major consumer brands in central and eastern Europe. Operating in 40 countries, the company has approximately 32,000 employees. Bunge sells trusted consumer edible oil and margarine brands throughout Europe.

"Understanding consumer needs across our central and eastern European markets was always going to be a challenge. Decision Architects were able to engage with the various stakeholders across the region ... turning was was complex data from multiple touch-points into highly usable outputs which generated powerful and actionable recommendations"
European Marketing Director

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