

Everything's gonna be alright ... with an actionable segmentation



Get up, stand up

After a very successful launch, AB World Foods Reggae Reggae sauce had experienced fast growth with limited investment.

After 3 years revenue had begun to slow. Initial consumer excitement about the brand was waning, at the same time as price and competitor activity were increasing.

There remained a belief that the business had great potential and there was a real opportunity to return to growth but the business lacked the precise consumer understanding necessary to turn the brand around and achieve growth targets

Stir it up

Building on ABWF's existing but, from an insight point of view, limited segmentation framework, Decision Architects articulated a clear perspective on the market and hypotheses about consumers and the Reggae Reggae brand.

We developed a set of 'meaningful' and 'actionable' consumer segments for the sauce category that supported the product positioning and brand growth objectives.

Satisfy my soul

The project addressed 'Where to Play' and 'How to Win' questions that the business needed to address and explored the drivers of, and barriers to, key consumer behaviour – within target segments.

Moving from insight to action is a key component of any Decision Architects' project, and key stakeholder workshops are a highly effective way to start the process of embedding and utilising the new insight.

We worked with the ABWF team to develop a brand and sub-brand positioning strategy across prioritised segments and defined 'where to play' and 'how to win' growth strategies for the brand.

One love

The client was left with a deep and holistic view of its consumer for the first time, using the outputs to successfully shape portfolio strategy and define targeted and effective marketing actions that would drive growth and protect brand value

Associated British Foods plc

Reggae Reggae Sauce - manufactured by AB World Foods, a division of Associated British Foods - is a barbecue sauce that incorporates Jamaican jerk spice, popularised by creator Levi Roots appearance on the BBC's Dragons' Den

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