

Coles and quantilope: Leveraging Category Entry Points for Strategic Brand Impact

"BBHT is a new way of thinking about brands; it's shifting our traditional thinking to track from a consumer perspective instead of a brand perspective."

AMANDA CAHILL
SENIOR CUSTOMER INSIGHTS MANAGER AT COLES

WITH
QUANTILOPE,
COLES CAN:



Go beyond Physical Availability to understand consumers' Mental Availability



Drive brand strategy based on specific product category insights



Leverage advanced methods & solutions with the support of quantilope's AI co-pilot

QUANTILOPE CLIENT CASES

CLIENT: COLES

INDUSTRY: SUPERMARKET



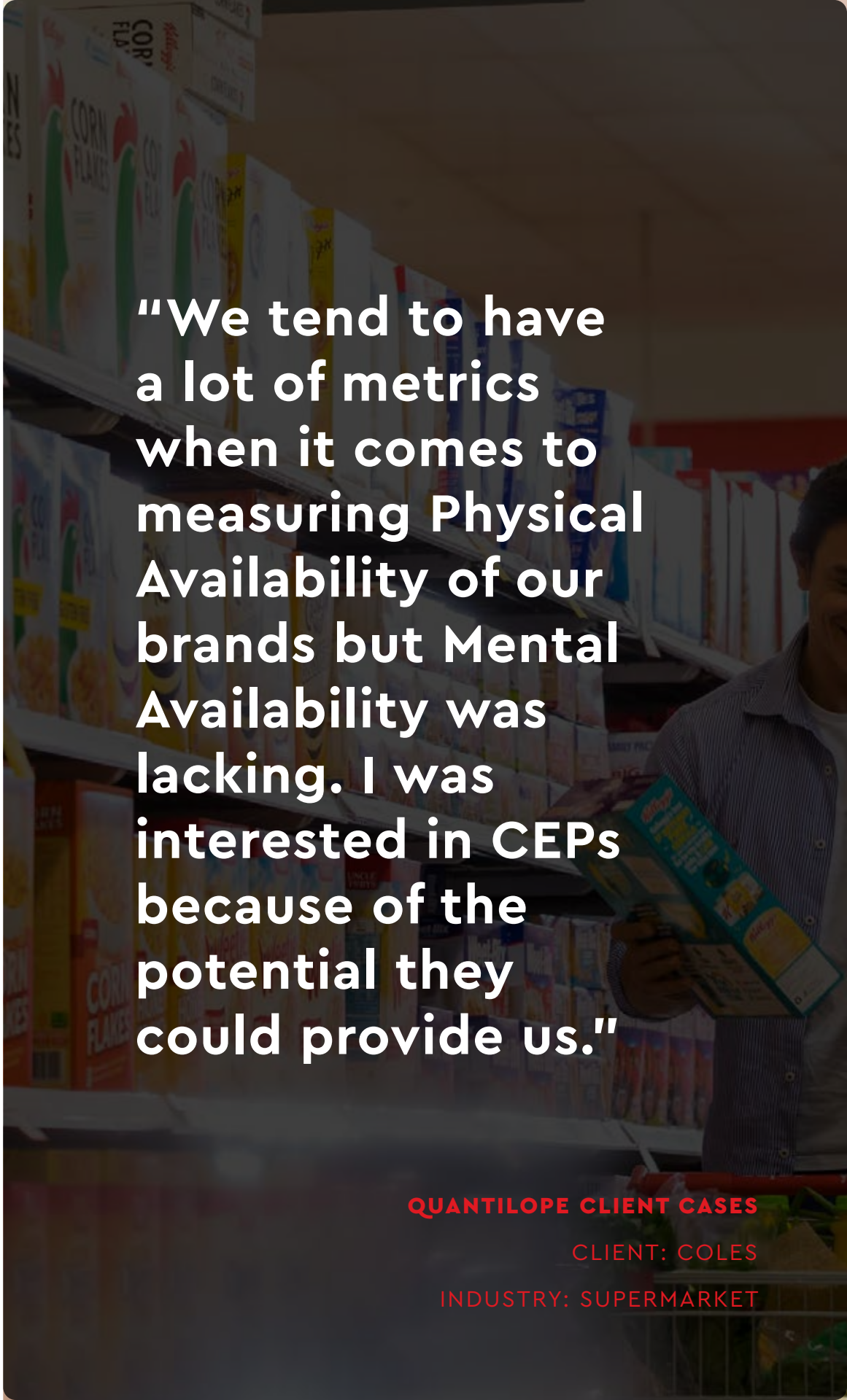
Background

Coles, a leading Australian supermarket retailer (with their own store brands across multiple categories), was looking for a new and innovative way to deeply understand their customers in order to drive growth and stay ahead in a competitive market.

Amanda Cahill, Senior Customer Insights Manager at Coles, was drawn to quantilope for its Better Brand Health Tracking (BBHT) solution due to its alignment with the industry-renowned book, "How Brands Grow" by Byron Sharp, and its subsequent expansion, "Better Brand Health," by Professor Jenni Romaniuk. These works emphasize the importance of understanding Category Entry Points (CEPs)*, Mental Availability, and Mental Advantage for successful brand growth.

CEPs are the particular buying scenarios that prompt consumers to shop within a certain category - like how 'hosting a family party' would be a CEP for buying chips. Mental Availability analysis explores which brands come to mind in those buying scenarios (e.g. Lays, Utz, Ruffles), while Mental Advantage analysis shows which brands perform better or worse than expected, given their size and the commonality of the attributes measured.

The Coles team was particularly excited to start using BBHT to track their CEPs, as a way of going beyond Physical Availability metrics to capture more of their true, underlying customer motivations to drive brand strategy.



"We tend to have a lot of metrics when it comes to measuring Physical Availability of our brands but Mental Availability was lacking. I was interested in CEPs because of the potential they could provide us."

QUANTILOPE CLIENT CASES

CLIENT: COLES

INDUSTRY: SUPERMARKET



The approach

quantilope's BBHT solution employs a 3-step approach: brainstorming CEPs in an inspiration workshop, narrowing down those brainstormed CEPs using a Single Implicit Association Test 'pre-study', and then tracking those CEPs in the official BBHT study. CEPs are at the heart of quantilope's BBHT solution, as they form the foundation of Mental Availability which includes Mental Market Share (one of four key Mental Availability metrics), showing how present a brand is in consumers' minds.

In Coles' case, their initial BBHT study focused on the general supermarket category before later diving into subsequent BBHT studies on more specific product categories. To streamline the brainstorming process, Amanda leveraged quantilope's AI co-pilot, quinn, in conjunction with Coles' internal data, to generate a list of CEPs for the initial pre-study. With a simple category-specific prompt, quinn instantly generates a list of 49 potential CEPs following the '7Ws' framework (CEPs that describe the why, when, where, while, with whom, with what, and hoW feeling, when purchasing and/or using category products). Continuing the example from earlier, some '7Ws' for the chip category could be 'to satisfy a salty craving' (why), 'during a party' (when), 'at the beach' (where), 'while watching tv' (while), 'with a sandwich' or 'with colleagues' (with), and 'to feel indulgent' (hoW feeling).

From there, Amanda and her quantilope team further refined their list of CEPs through the implicit 'pre-study' – selecting the top 20 most interesting/compelling CEPs to track in the official BBHT template. This data-backed approach to defining (and refining) CEPs ensures the final ones will be relevant, interesting, and actionable.

As Amanda frames it, **"BBHT is a new way of thinking about brands; it's shifting our traditional thinking to track from a consumer perspective instead of a brand perspective."**



QUANTILOPE CLIENT CASES

CLIENT: COLES

INDUSTRY: SUPERMARKET



The results

Prior to running their BBHT studies, the Coles team felt they needed more actionability from their insights to inform brand architecture within a category. The results from Amanda's BBHT studies provided the Coles organization with impactful insights across sub-categories. They were able to connect U&A data with CEP insights to understand how to bring them to life in their marketing, communication, and product development efforts.

A particularly compelling finding for Amanda was the potential correlation between Mental Market Share and actual sales market share. Being able to demonstrate a clear link between BBHT metrics and market share activity would prove to Coles' stakeholders that the insights are worth acting on.

And Amanda doesn't plan on stopping anytime soon: **"I'd love to run many more BBHTs! – we've only started to scratch the surface."**

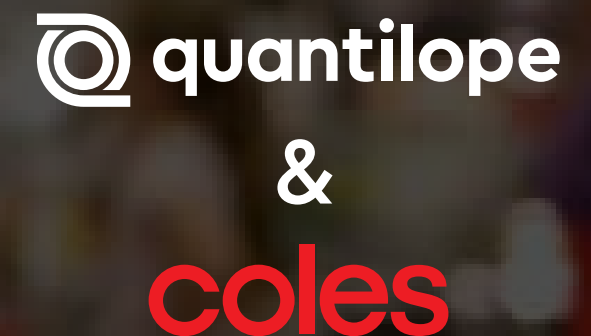
Summary

Despite the advanced methodologies behind BBHT, quantilope's automated platform streamlines the process from CEP generation to final reporting, ensuring actionable insights for teams like Amanda's. As Amanda reflects on her BBHT experience:

"My biggest learning is in how to simplify the concept of BBHT and how we can use the data for defining our portfolio strategy...understanding what strengths and weaknesses we had on the Category Entry Points and then how competitive those CEPS were helps define which ones to go after."

ABOUT QUANTILOPE

quantilope's end-to-end Consumer Intelligence Platform arms insights professionals with the most advanced research technology. Through automated tracking technology and 15 fully automated advanced research methods, quantilope empowers consumer brands to feel confident in their decision making based on real-time insights that provide clear recommendations.



QUANTILOPE CLIENT CASES

CLIENT: COLES

INDUSTRY: SUPERMARKET