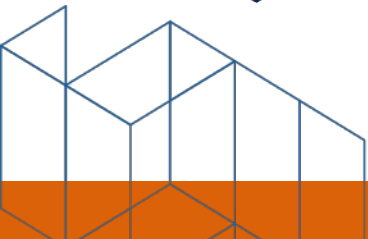


Demand Landscape:

The Power of Understanding Consumer Demand



Introductions

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Agenda

- ✓ Approach
- ✓ Construction
- ✓ Application
- ✓ Execution

GENERAL CUSTOMER VIEW



**Purchasing
Behavior**
*(quantity,
frequency)*



**Brand
Loyalty**



Segment
*(similar
groups
of people)*

Context >>> **Needs** >>> **Choice**

**INSIGHTS GAINED WHEN
CONTEXT DRIVES CHOICE**



Who?



What?



When?



Where?



Why?

GENERAL APPROACH



Profile consumers who purchase more often



Classify consumers into general levels of brand loyalty
(High/Med/Low)



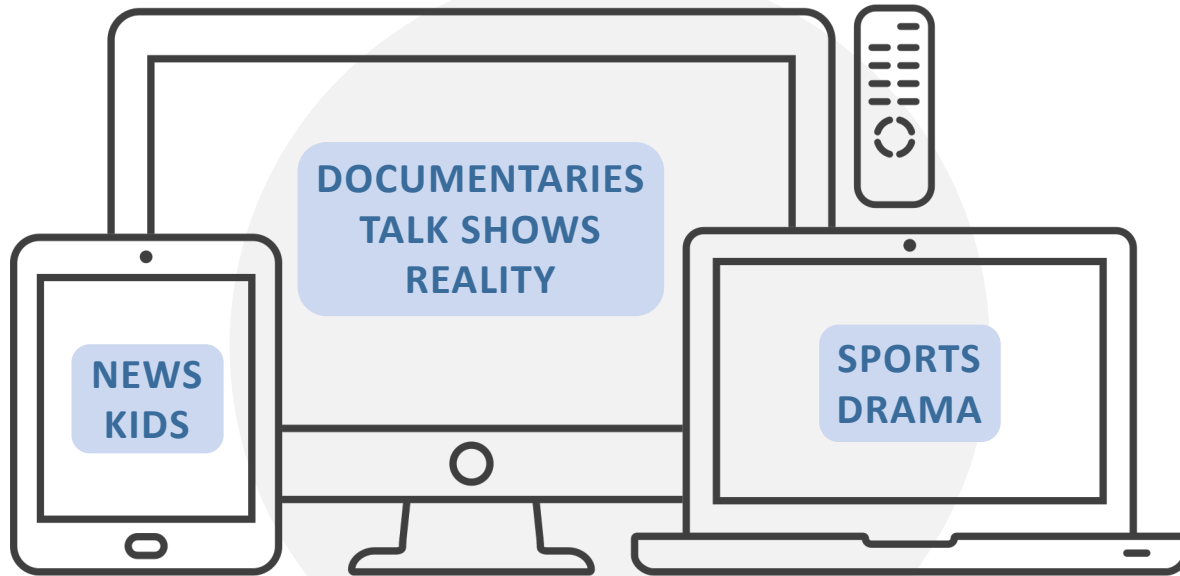
Identify groups of **similar consumers** based on behavior, attitudes, demos

DEMAND LANDSCAPE

Uncover what drives consumers to situationally purchase more/less often

Understand how brand loyalty is affected by circumstances
(W/W/W/W/W)

Identify groups of **similar occasions** based on context



A network wants to better understand their customers to optimize programming

Context >>> Needs >>> Choice

LAST MEDIA CONSUMPTION OCCASION...



Who?



What?



When?



Where?



Why?

**Weeknight
Wind Down**

Alone

Streaming
reality TV
on tablet

Evenings
after work

In bedroom

Mental
escape

**Family Movie
Night**

Parents &
children

Streaming
G content
on TV

Friday/
Saturday
night

Family
room

Connect/
Entertain

Agenda

- ✓ Approach
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Demand landscape spaces

- 1 Framed contextually
- 2 Defined multidimensionally
- 3 Profiled for insights

How do we get here?



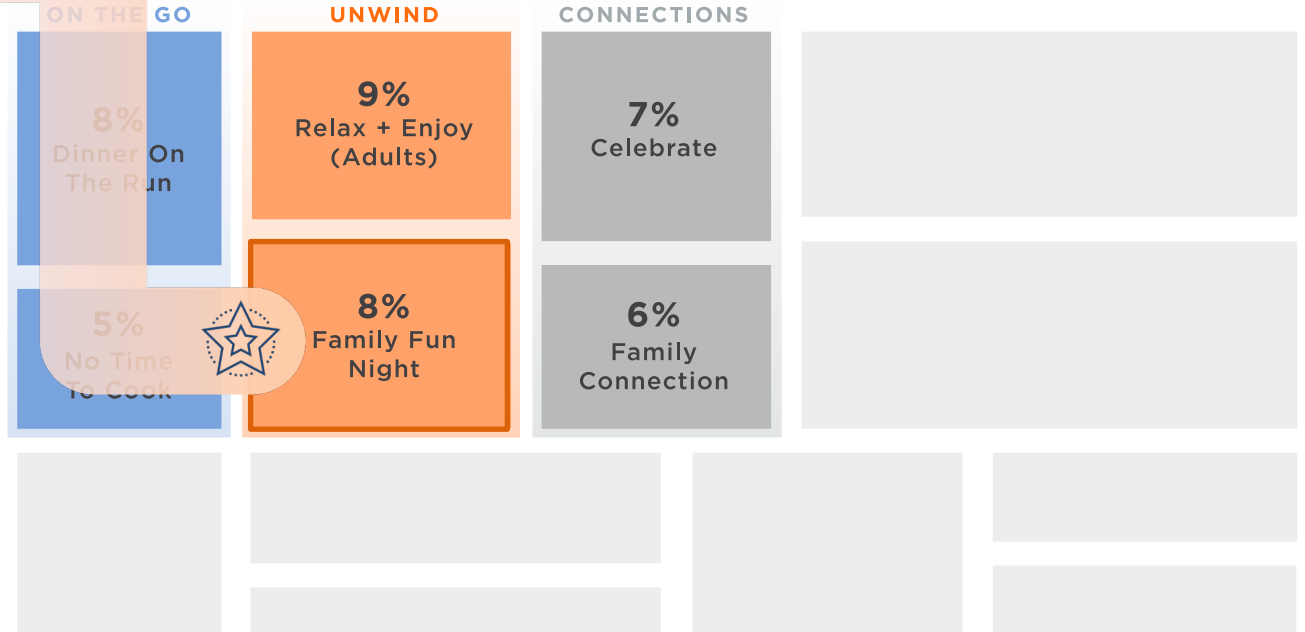
Partnership



Resources



Process



**SURVEY
IMPLEMENTATION**

**DEMAND SPACE
ANALYTICS**

**LANDSCAPE
CONSTRUCTION**

STRATEGY

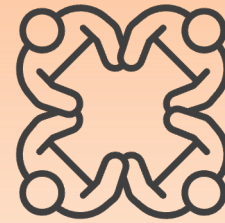
**COMMERCIAL
EXECUTION**



**Large
Sample**



**Relevant
Content**



**Stakeholder
Consensus**



**Fielding,
QC**

**SURVEY
IMPLEMENTATION**

**DEMAND SPACE
ANALYTICS**

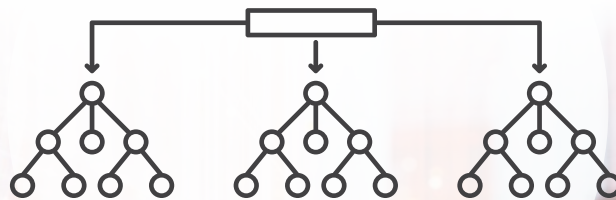
**LANDSCAPE
CONSTRUCTION**

STRATEGY

**COMMERCIAL
EXECUTION**



>>>



**SURVEY
IMPLEMENTATION**

**DEMAND SPACE
ANALYTICS**

**LANDSCAPE
CONSTRUCTION**

STRATEGY

**COMMERCIAL
EXECUTION**



SURVEY
IMPLEMENTATION

DEMAND SPACE
ANALYTICS

LANDSCAPE
CONSTRUCTION

STRATEGY

COMMERCIAL
EXECUTION



Family Fun Night

Demand Space Size	Cohort/Context	Emot/Func Needs	Inspiration	Preferred Prep	Retail Channel	Fulfillment Method
<ul style="list-style-type: none">8% of occasions	<ul style="list-style-type: none">Married/ Sep, Age 30-45HHs w/KidsWeekendsAt home	<ul style="list-style-type: none">FunConnectCrowd PleasingEasy Prep & Eat	<ul style="list-style-type: none">Childhood FavoritesKids CampSchools	<ul style="list-style-type: none">FrozenReady to PrepareReady to Serve	<ul style="list-style-type: none">Casual DiningGroceryPantry	<ul style="list-style-type: none">Quick stopDoor Dash /Uber Eats



In the end, each demand space...

- 1 Is defined by a unique context
- 2 Is described multidimensionally
- 3 Provides rich strategic insights

Agenda

- ✓ Approach
- ✓ Construction
- ✓ Application
- ✓ Execution



1 Strategy Conversation

2 Growth Considerations

3 Global Framework

4 Innovation

SURVEY
IMPLEMENTATION

DEMAND SPACE
ANALYTICS

LANDSCAPE
CONSTRUCTION

STRATEGY

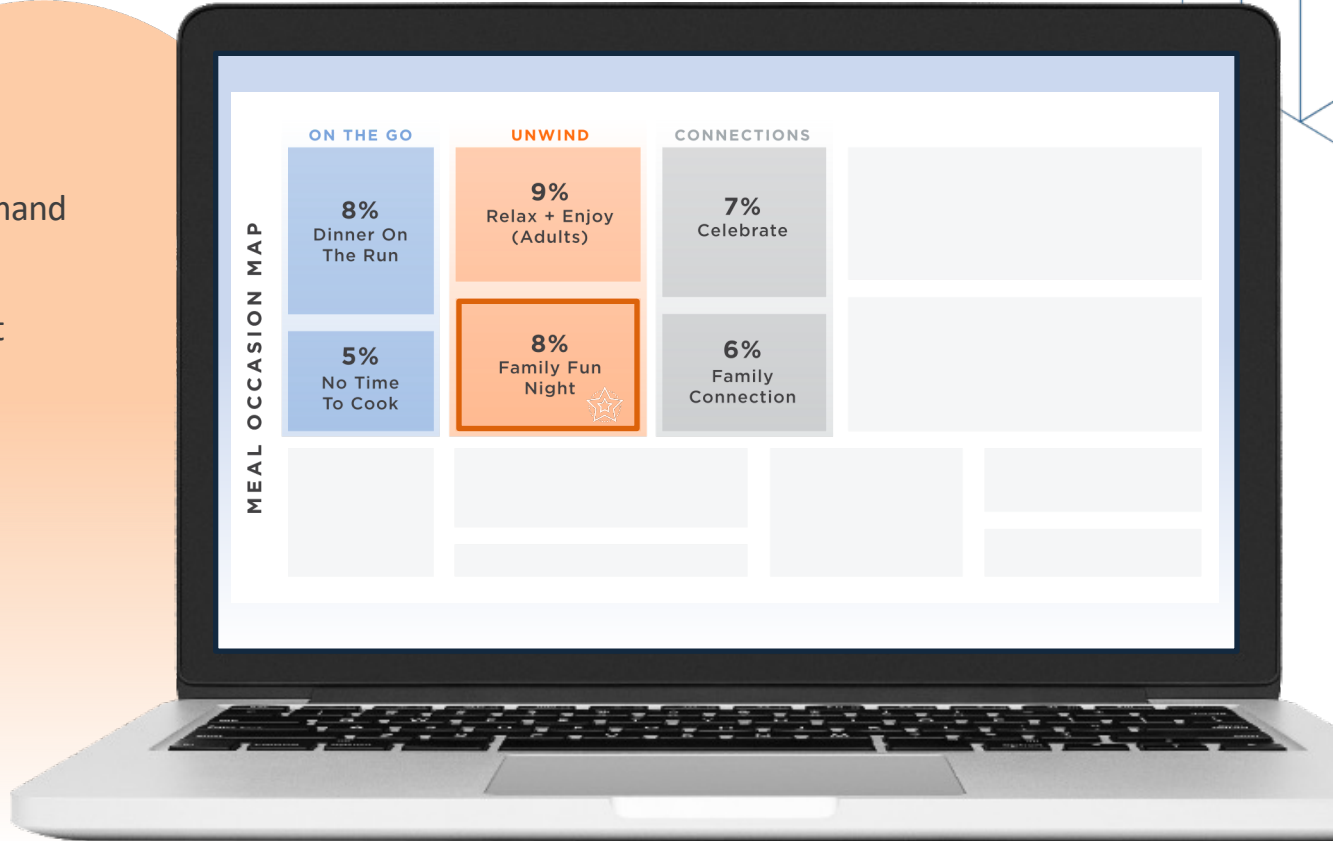
COMMERCIAL
EXECUTION



Size Demand
Space



Forecast
Growth



SURVEY
IMPLEMENTATION

DEMAND SPACE
ANALYTICS

LANDSCAPE
CONSTRUCTION

STRATEGY

COMMERCIAL
EXECUTION



Size Demand
Space



Forecast
Growth



Channel
Share



SURVEY
IMPLEMENTATION

DEMAND SPACE
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LANDSCAPE
CONSTRUCTION

STRATEGY

COMMERCIAL
EXECUTION



Size Demand
Space



Forecast
Growth



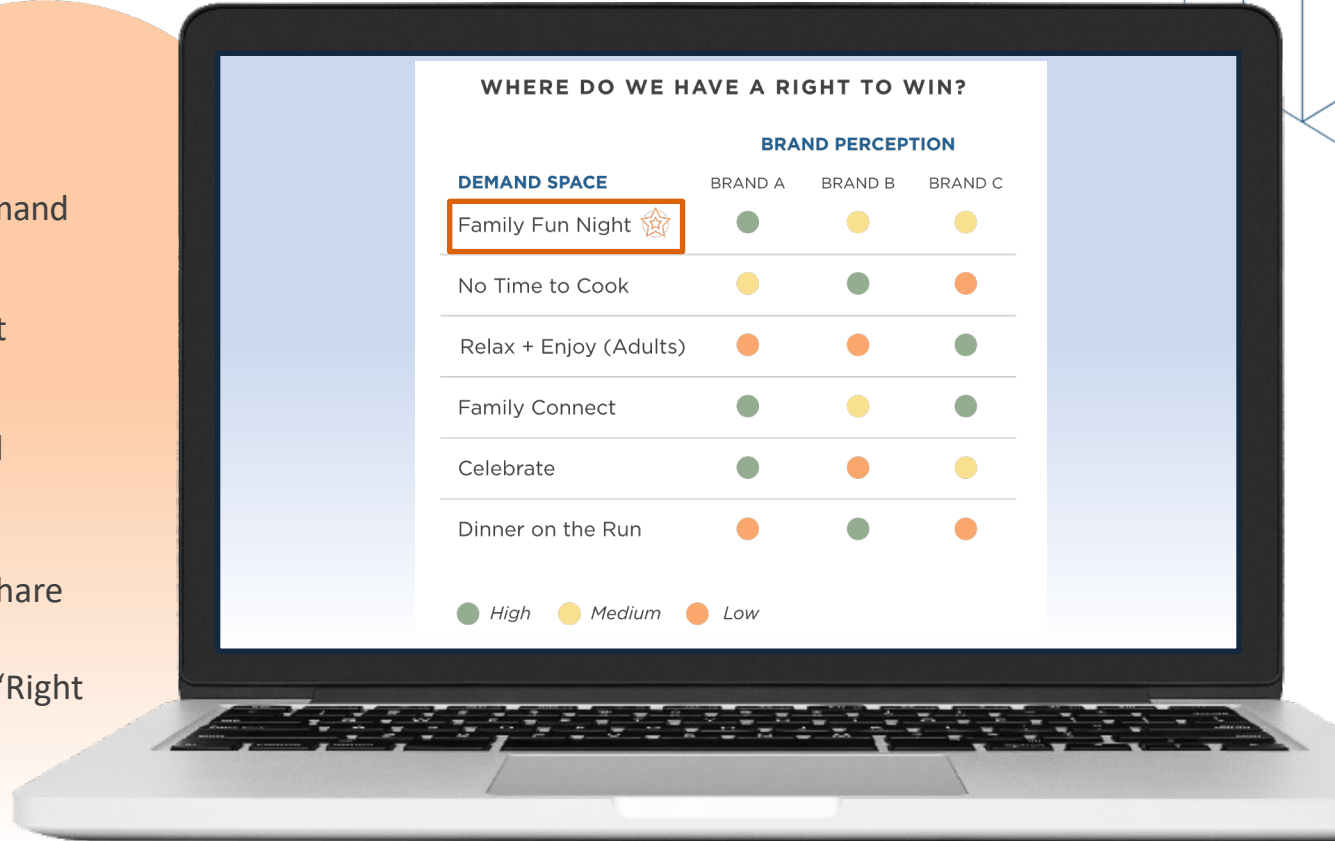
Channel
Share



Brand Share



Inform "Right
to Win"



Growth Considerations

SURVEY
IMPLEMENTATION

DEMAND SPACE
ANALYTICS

LANDSCAPE
CONSTRUCTION

STRATEGY

COMMERCIAL
EXECUTION



Portfolio
Optimization



Source of
Volume

Global Framework

SURVEY
IMPLEMENTATION

DEMAND SPACE
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LANDSCAPE
CONSTRUCTION

STRATEGY

COMMERCIAL
EXECUTION



One
Strategic
Framework



Global
Strategy
Regional
Relevance



Innovation Inspiration

SURVEY
IMPLEMENTATION

DEMAND SPACE
ANALYTICS

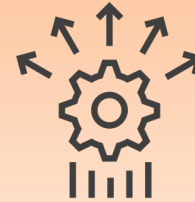
LANDSCAPE
CONSTRUCTION

STRATEGY

COMMERCIAL
EXECUTION



**Underserved
Needs**



Whitespace



Agenda

- ✓ Approach
- ✓ Construction
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Commercial Execution

- 1 C-Suite Sponsor
- 2 Cross Functional Engagement
- 3 Commitment (Time & Resources)

SURVEY
IMPLEMENTATION

DEMAND SPACE
ANALYTICS

LANDSCAPE
CONSTRUCTION

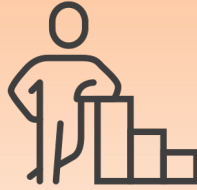
STRATEGY

COMMERCIAL
EXECUTION

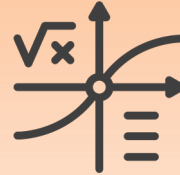
Watch Outs ...



Integration
into Business



Questionnaire
& Data
Ownership



Demand Space
Algorithm



The background features a repeating pattern of embossed question marks on a light gray surface. A solid blue horizontal band is positioned across the middle, containing the text 'Q&A'. In the bottom-left corner, there are faint blue wireframe architectural drawings of buildings. Orange decorative bars are present at the top-left, bottom-right, and bottom-center of the slide.

Q&A



Thank you!