Case study

We re-imagined and re-engineered the food supplement category for a retail chain by combining scientific insights, consumer preferences, and the right technology.

UNDERSTANDING THE ECOSYSTEM
After observing that their food supplements failed to perform as expected in terms of customer relevance, revenue, and profitability, a European food retail chain decided it was time for a strategic shift. They approached us to rethink everything about the aisle—assortment, marketing and communications, shelving design, pricing, etc.

We put the customer front and center, first seeking to deeply understand what information they need, what products they are looking for, and how that translates into purchasing behavior of supplements.

Then we sought key expert perspectives, learning from classically trained physicians as well as those practicing integrative medicine. We also looked into legislation and government policies in the local market.

MAKING THE CONNECTIONS
Based on this primary research, we ran a comprehensive workshop with an internal team of clients. The output of the workshop became the blueprint for the rest of the project and helped determine the nature of the multidisciplinary team we would need to assemble.

TAKING ACTION
Our concept for the completely revamped supplement aisle included:

- Defining the different online and in-store product assortments with the help of key scientists and physicians
- Designing the marketing strategy with a communications expert
- Redesigning the pricing and promotional strategy with internal and external data pros
- Adapting the physical layout of the supplement aisle with the existing internal team

LAUNCHING THE PRODUCT
We are launching and driving the pilot program in early 2019. If successful, the full plan will roll out to the entire retail chain by late 2020, and may offer opportunities to innovate even further for their supplement business.