

Case Study

IIM partners with **HMSDESIGN** for Quick Turn Quantitative

7 days to insights



The Challenge:

HMS Design and their client are in the process of updating the client's brand of ethnic hair care products and understanding the end client's brand equity. And — they only had 1 week to get the needed insights!

Project Objectives:

- Obtain consumer perception on three new positioning statements focusing on hair wellness
- Understanding client's brand equity in the natural hair space
- To get positioning insights quickly so that package design for a key retailer meeting could commence right away

Key Insights:

- A lead positioning was identified to be utilized in the new packaging design & for broader marketing purposes going forward
- The brand has strong permission from consumers to play in the natural ingredients & natural hair space
- Opportunity remains to educate consumers on the brand benefits



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Results and Outcomes:

- Client was confidently able to land on a positioning and move forward to develop new packaging in time for their key retailer meeting.

Client Impact:

"We were thrilled that the Insights In Marketing team was able to meet the demands of our project by providing quick turnaround times and competitive rates. With the key consumer insights they gathered, we were able to feel confident in our path forward."

Kelly Glotzer

VP Client Services
HMSSDesign

The Industry:

Beauty

Our Tools:

impronto®

Quick Turn Insights

