



Case Study:

Competitor Product Launch Analysis in Financial Services

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Case study: A competitor insurance company launched a proposition 4 weeks ahead of our client, who was planning a similar launch...

Key Project Questions

1 Competitor proposition background:

- What does the proposition look like?
- Sales and marketing approach?
- Marketing messages used?

2 Consumer response to proposition:

- Awareness of proposition amongst consumers?
- Proposition uptake rates?
- What type of consumers are buying and why?
- Perceived strengths & weaknesses of the proposition?
- Most effective marketing messages & approaches?
- How would consumers change the proposition?

White Space Approach

Competitor Research:

- A** Mystery shop of competitor's call centres
– 10 telephone interviews
- B** Secondary / internet research

Customer Research:

- C** **CATI survey:** 1,000 ten minute interviews (nationally representative)
- D** **Depth interviews:** 20 depth interviews with consumers who had or were looking to take up the competitor's proposition. Our Analysts' ability to quickly gain a deep understanding of the new proposition and to engage consumers was crucial to the project's success

The project produced actionable outputs allowing our client to maximise success of their own product and launch...

