



CASE STUDY:

Black Box Consumer Intelligence™

CHALLENGES

Difficult to identify



Consumer Habits



Competitor's share of occasions and wallet

BENEFITS

- Consumer Intelligence™ allowed Tropical Smoothie to narrow their customer base beyond qualitative research and help identify daypart/product development opportunities
- Learned where else their customers shopped
- Discovered that their customers are a little older and more affluent than their consumer research indicated originally

SOLUTION

- Began staggering new customer geared offerings to ensure positive experiences
- Initiated strategic adjustments in marketing campaigns and product development
- Implemented change to the Tropical Rewards programs to make it more attractive in response to the CI data

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