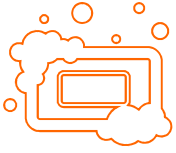


# The Value in ALIRT

4Sight's "ALIRT" Reports enable clients to react in real time to trends or concerns particularly on new initiatives.



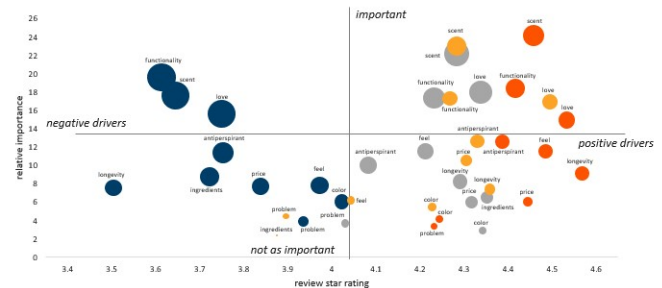
## The Situation:

- A major CPG company had a launch of a personal care item that was not going as well as expected. They were not sure why because some of the core fundamentals (e.g. distribution, merchandising, awareness, trial) were strong.
- They leveraged 4Sight's ALIRT (Agile Leading Indicator Real Time) solution to better understand the consumer drivers, strengths/weaknesses, trends, and benefit matching relative to their key competitor.



## The Solution:

- ALIRT uncovered that the brand had significantly lower ratings for word themes around 'longevity' - a core category driver - while its competitor did not have lower ratings. Upon further digging, it was uncovered that the competitor has a key ingredient that provides a longevity benefit, but that ingredient typically is thought to cause irritation; however, in this case, there were no measurable irritation issues in consumer comments, which indicated that adding that ingredient could help solve the longevity issue without side effects.



- The ALIRT benefit matching found that the brand had a significant competitive advantage - 10x higher driver - on one core benefit area, of which the brand was unaware. That benefit area is a core differentiator in the category.
- are using the new product.



## The Result:

- Product development intervention: The brand is adjusting the product formula not only to make the product smell better, but also to add the ingredient present in their major competitor that had the desired benefit without causing irritation.

- The brand is doubling down on benefit communication of what it now knows is a strong competitive advantage - a major differentiator in the category.

