

Turning Around a Brand's Declining Sales



The Situation

- A leading trash bag manufacturer was experiencing market share and sales loss—they had recently raised their price, changed their bag material formulation and implemented new manufacturing processes.
- The client wanted to understand:
 1. **What the consumer experience was like before and after the product changes**
 2. **What about the consumer experience may be driving the decline**
 3. **What issues to prioritize and address first**

With the end goal of turning around sales, for market share growth.



The Solution

Through 4Sight's Brand Insights Miner capability—leveraging quantitative and qualitative analytics across reviews—the brand was able to:

Identify **three key product, marketing and manufacturing issues** to address immediately

Determine their **brand's key strengths pre- and post-change** to leverage moving forward

Understand their **key competitor's strengths and vulnerabilities** for future **claims and product development**

Uncover a **brand communication issue** existing both on pack and throughout their online product detail pages, as well as a **key production issue** that the manufacturing team was completely unaware of



The Result

Improvement in Sales and Star Rating

- Reversed sales decline—went from declining to growing
- Implemented recommended changes, improving manufacturing process, brand communications and overall product experience—resulting in a positive improvement of 30% in star rating

Quarterly Tracking

- Leveraged a 4Sight Quarterly Real-Time Pulse to monitor their brand's performance and understand issues as soon as they arise