

Uncovering the Impact of a **Formula** and **Package Change**



The Situation

Following a dramatic decrease in sales and star rating, a top CPG manufacturer wanted to understand the drivers behind this decline—a recent formula and package change were in question.

The client wanted to understand:

1. **What the consumer experience was like before and after the product changes**
2. **What caused the shift in star rating**
3. **Two key competitors' performance as a point of comparison**

With the goal of improving their sales and star rating.



The Solution

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

Determine that the formula change was a **primary driver behind the decline**

Identify that their **loyal consumer base was very disappointed** with the changes, while new users were less upset

Understand how the **consumer experience had shifted from pre to post-change**, including what caused the shifts—product experience, visual cues, etc.

Determine their **performance relative to two leading competitors**, helping to identify which of the five key issues to address first in hopes of improving sales and star rating



The Result

Communication Changes

Developed a plan to proactively address the consumer issues with multi-channel outreach
Identified solutions for incentivizing new users to purchase the product

Ingredient Re-Assessment

Created a plan to assess whether to re-formulate the product

Future NPD Process and Launch Strategy

Now leverage 4Sight to monitor and track new launches and re-launches