



CASE STUDY:

Using Insights to Thrive in a Cut-Throat Market

How Bluebird Botanicals used Brightfield Group social listening and consumer insights to introduce successful products and outpace others in its category



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Overview

CBD has been a very challenging category to operate in over the past five years. The brands still in the space today have weathered regulatory uncertainties, psychoactive competitors, and shifting consumer desires. At its peak, there were 3,500 CBD brands - today there's only half of that.

Bluebird Botanicals is one of the brands that has not only survived in CBD, but thrived in the category. It did not venture to psychoactive hemp-derived cannabinoids or outside of the hemp category. Instead, it built its reputation on providing relevant, reliable, high-quality hemp products.



In this case study, we look at how Bluebird Botanicals uses Brightfield Group consumer insights and social listening data to streamline the on-trend product creation that's allowed it to **thrive** in the otherwise cut-throat CBD market.

About Brightfield Group



Brightfield Group’s AI-driven consumer insights and social listening help marketing and innovation teams see the person behind the trend.

Informed by predictive AI integrated with survey and social media data, Brightfield Group data has the answers innovators need to make brand and product decisions confidently. It’s a level of depth you can’t find anywhere else.

Brightfield Group’s AI-Driven consumer insights empowers marketers and product developers to innovate & brand with confidence.

Problem

Solution BRIGHTFIELD GROUP

Outcome

I need more customers

Category specific consumer insights across brands and channels

Double your customer base!

I don't know what product to develop next

Social listening into trending products, flavors, and ingredients + actual consumer adoption across trendy & traditional segments

New product development that is 10x more efficient!

About Bluebird Botanicals



image credit: Bluebird Botanicals

Founded in 2012, Bluebird Botanicals is a world-leading manufacturer of high-quality full-plant hemp extracts. Its mission revolves around making a happy and healthy lifestyle accessible to all through dedication to quality, transparency, and affordability, along with assistance programs for qualifying customers.

As a family-owned brand, Bluebird Botanicals empowers individuals to lead fulfilling lives by offering holistic wellness solutions backed by exceptional products and unwavering commitment to its customers' well-being, setting a remarkable example for the industry.



Opportunities for Growth

Bluebird Botanicals uses Brightfield Group data to streamline its product development to better represent the needs of a changing consumer base.

SKUs That Count

Market research had always been at the core of Bluebird Botanicals. With so many trends to follow and a shifting CBD landscape, carefully developing each product became crucial to company success.

Identifying Consumer Desires

As the CBD industry boomed, Bluebird Botanicals needed to keep up with how consumers were engaging with the market. What did they want from hemp products?

Continued Innovation

The CBD category continues to evolve with consumer demands following. Staying ahead of the curve is important to Bluebird Botanicals.

On-Trend Product Portfolio

With Brightfield Group data, Bluebird Botanicals is successfully launching hemp products that meet consumers current needs. In 2021, the brand launched products with CBN and CBG after seeing awareness of those cannabinoids grow among CBD consumers in Brightfield Group's consumer insights data. The brand was able to see what consumers wanted from their CBD and deliver on those desires with innovative ingredients.



"Downshift CBN + CBD Oil supports a healthy evening routine and relaxation"

Data-driven Product:

- In 2021, 41% of CBD consumers used tinctures
- "Sleep" was the #2 desired effect of CBD in 2021, but it has risen to #1 in 2023
- CBN's awareness hit 22% at the end of 2020

"Uplift CBG + CBD Oil features minor cannabinoids and terpenes specifically formulated to provide an uplifting effect to your morning."

Data-driven Product:

- "Just after waking up" is in the top five occasions of CBD use
- 18% of CBD consumers were aware of CBG in 2021



image credit: Bluebird Botanicals

Knowing What Not to Do to Save Time and Money

How Bluebird Botanicals Uses Consumer Insights to Inform Product Development

"I really enjoy the **need state data** to understand what the trends are."

- **Hayden Griffith**, Marketing Manager, Bluebird Botanicals

Bluebird Botanicals had previously engaged with the immunity need state as it was top of mind during COVID-19.

Seeing the data allows them to see that the need for immunity among CBD consumers has declined, and relaxation and energy could be stronger trends to follow for today's consumers.



Continued Innovation



image credit: Bluebird Botanicals

With the success of its tincture lines, Bluebird Botanicals is innovating in another product type. Informed by previous successful launches, other industry winners, and Brightfield Group social listening data, the brand is streamlining innovation.

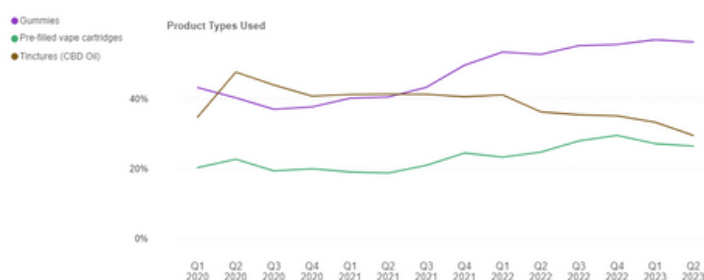
Bluebird Botanicals is using Brightfield Social Listening to understand:

- what flavors are gaining popularity?
- the trends starting to lose momentum?
- what ingredients are seeing increased mentions?

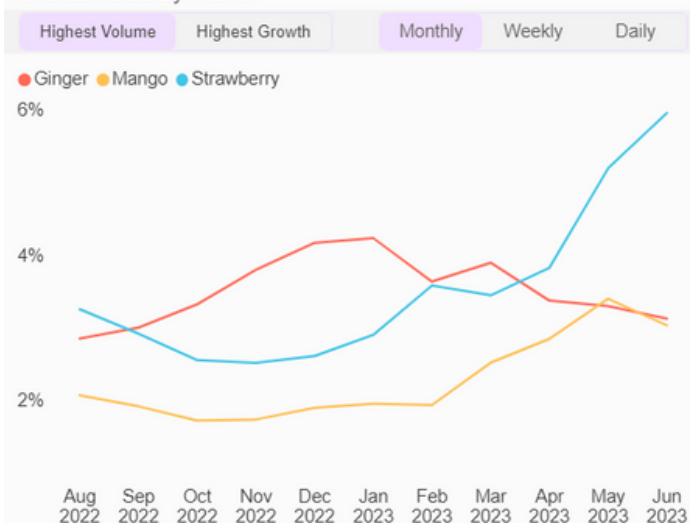
Research is at the core of Bluebird Botanicals' product development - it's one of the reasons it has thrived in the CBD market while other brands failed. With agile, data-driven decision making, the company has set itself up for long-term success.

Bluebird Botanicals uses Brightfield Group Consumer Insights + Social Listening to get ahead of the curve.

Consumer insights shows us the products consumers love while social listening shows us the flavors they're talking about.

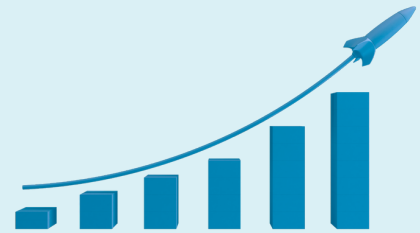


Overall Posts by Flavor



Outcomes

Empowered with Brightfield insights, Bluebird Botanicals is achieving remarkable outcomes positively shaping its growth trajectory.



Successful Launch of CBN & CBG

Informed by consumer preferences, Bluebird Botanicals launched CBG and CBN tinctures - Uplift and Downshift - catering to consumers seeking functional benefits during different times of the day.

Efficient New Product Development

Bluebird Botanicals' is leveraging Brightfield's social listening data to enhance product development decisions. It gives the team confidence to know that their decisions are backed up by data.

Enhancing Market Relevance

By tapping into consumer insights, Bluebird Botanicals streamlined their product portfolio, offering products that resonated with consumers and contributing to improved brand perception and loyalty.

Working with Brightfield Group

Bluebird Botanicals' CEO expresses the value he's received from working with us since 2017



Working with Brightfield Group for the last six years has been an invaluable experience. Their expertise in gathering, analyzing, and interpreting industry data has proven indispensable in making informed decisions.

The insights they provide not only help us understand market and consumer trends but also enable us to navigate the complexities of the hemp-CBD landscape with confidence.

Their dedication to accuracy and their ability to translate data into actionable strategies make them an invaluable partner for any business operating in this dynamic field.

- **Brandon Beatty, CEO,**
Bluebird Botanicals

About Brightfield Group

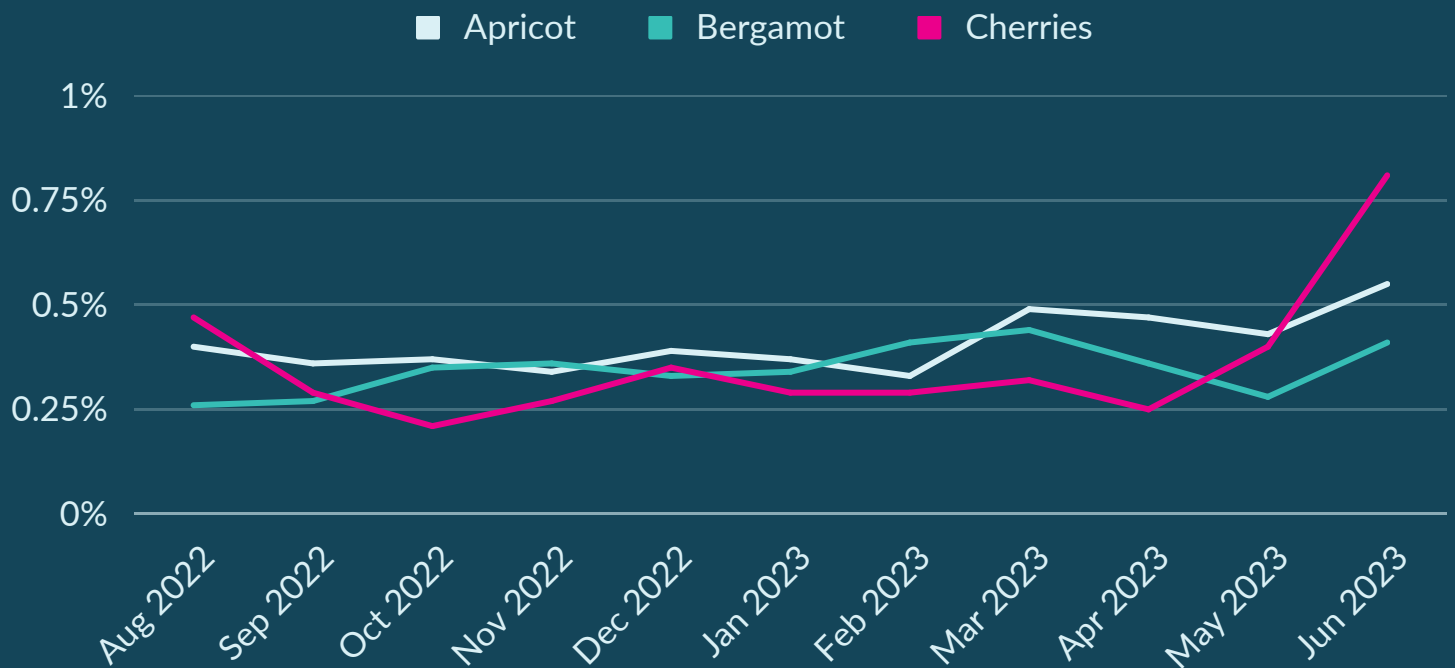


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Our data doesn't just save time and money, it inspires innovation to keep your brand consistently ahead of the curve.

Social Listening: Growing Flavors



The data is yours to explore with Brightfield Group social listening and consumer insights.

**BOOK A DEMO OF
THE PLATFORM**

