

Discovering the most affluent target audience segment and its desired brand design: how an international personal care company navigated market entry for their latest product

HORIZON



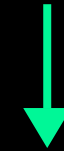
With **Horizon**, the personal care company was able to:

 **Acquire behavioural consumer data at scale**

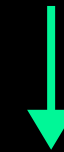
 **Identify the target audience segment and brand for their GTM strategy**

 **Consumer-validate the decision in fewer than 5 weeks**

They required consumer insights to make a strategic decision for a profitable target audience and suitable brand experience



The company needed to decide on a focus audience segment and a new brand for their go-to-market strategy



Consumer validation by Horizon helped identify the most promising target audience segment and highest demanded brand experience



During our consumer validation test, Horizon's expert guidance was crucial in pinpointing the most affluent target audience and selecting their desired brand.



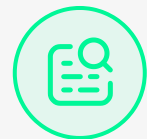
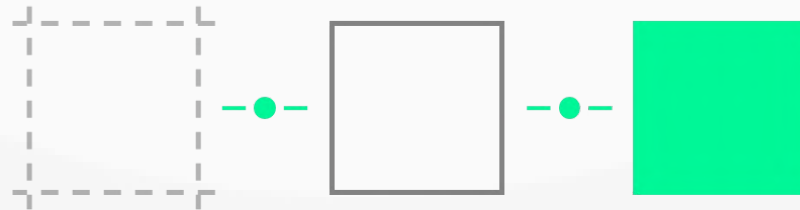
5 of 5 for professional services*

94 NPS

94 Net Promoter Score (NPS)*

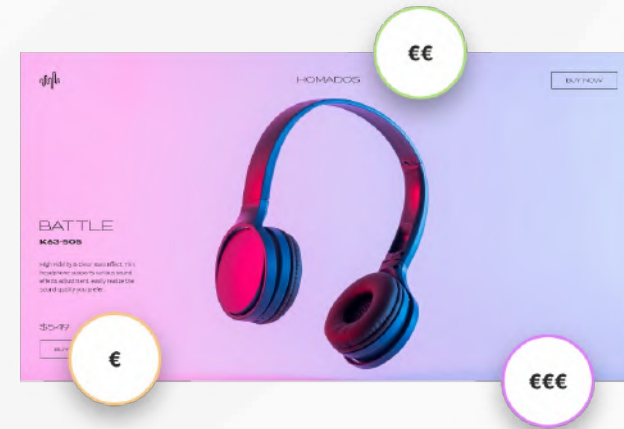
*across the entire brand & market research team involved in that test

From client brief to consumer-validated insights in only five weeks



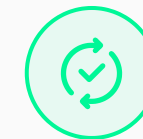
Research question

Develop the question you are trying to address with this research that will enable the business decision.



Flight design

Design the variants of DTC-like product pages and social media ads, and develop them into high fidelity consumer touchpoints.



Fielding

Run flight during 1 week to collect significant consumer data, responses being visible in real-time on your Horizon dashboards.

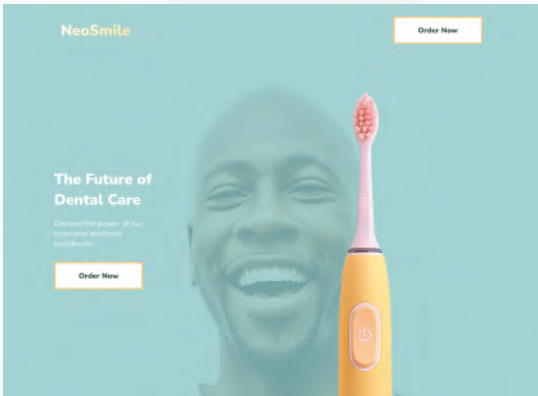
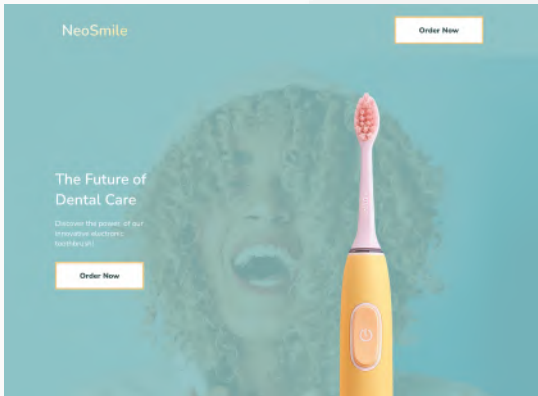
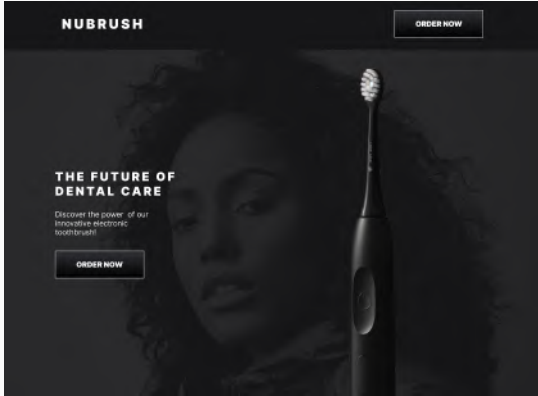
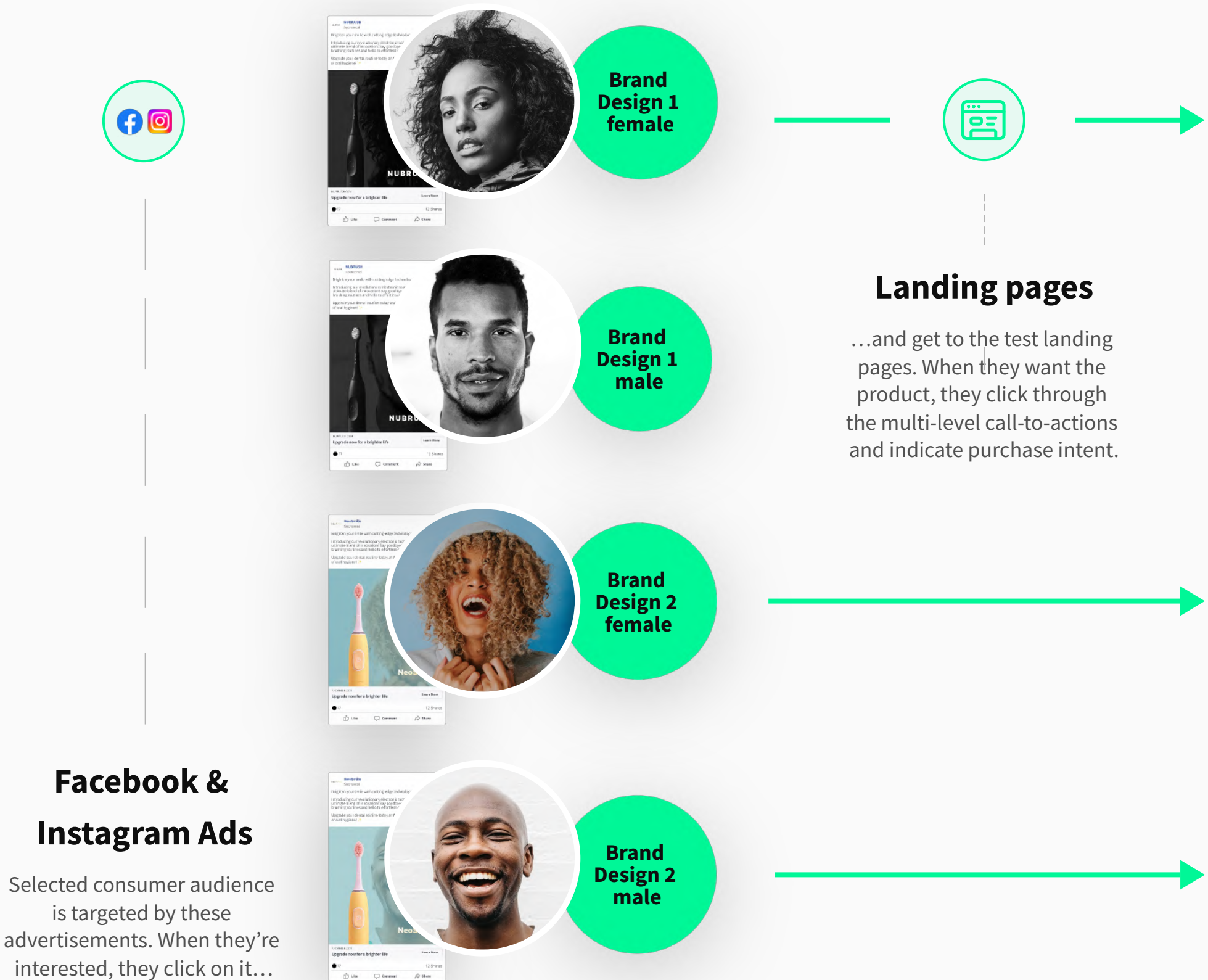


Insights

Understand consumer decisions as signaled by their behaviour on the experimental landing pages and draw the decision story.



The test design and stimulus used to consumer-validate the target audience and brand experience



Participants

6,057

Field Time

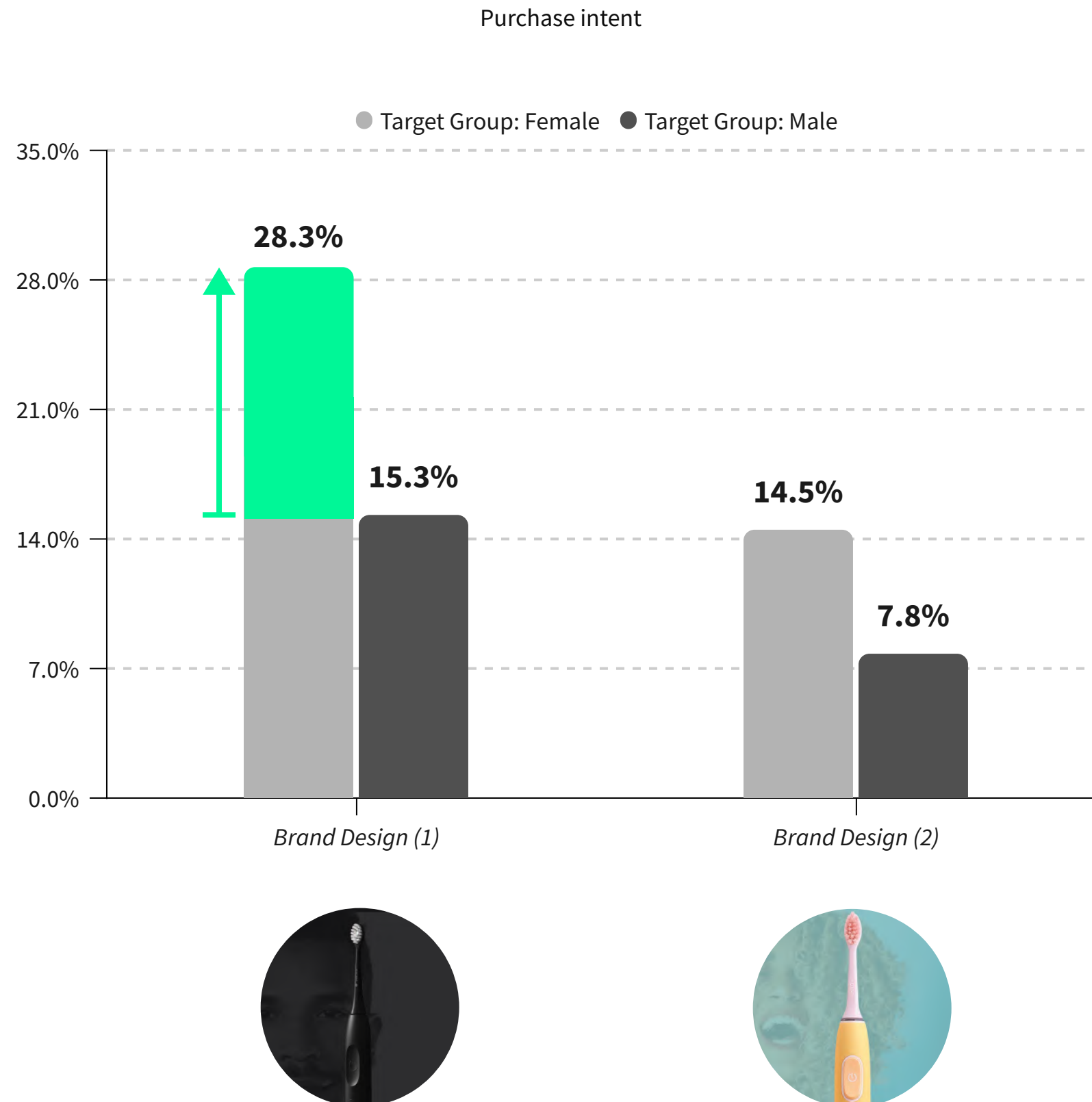
6 Days

Variants

4

Ad Budget

3,631€



The winning combination of target audience segment and brand resulted in double the purchase intent

This consumer research evaluated different target audience segments' preferences when introducing a new brand.

After the participation of 6,057 real-world consumers, the **winning combination of brand and audience resulted in nearly double the purchase intent** compared to the second-best match.

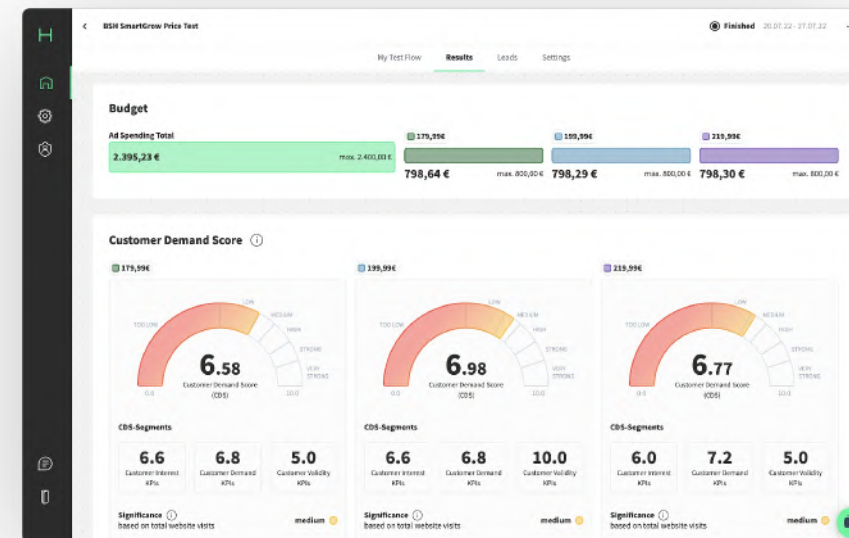
These discoveries offer invaluable understanding, facilitating a **strategic selection of the most affluent target audience segment and a brand that strongly connects with this audience segment** — ensuring a successful go-to-market for the personal care company.





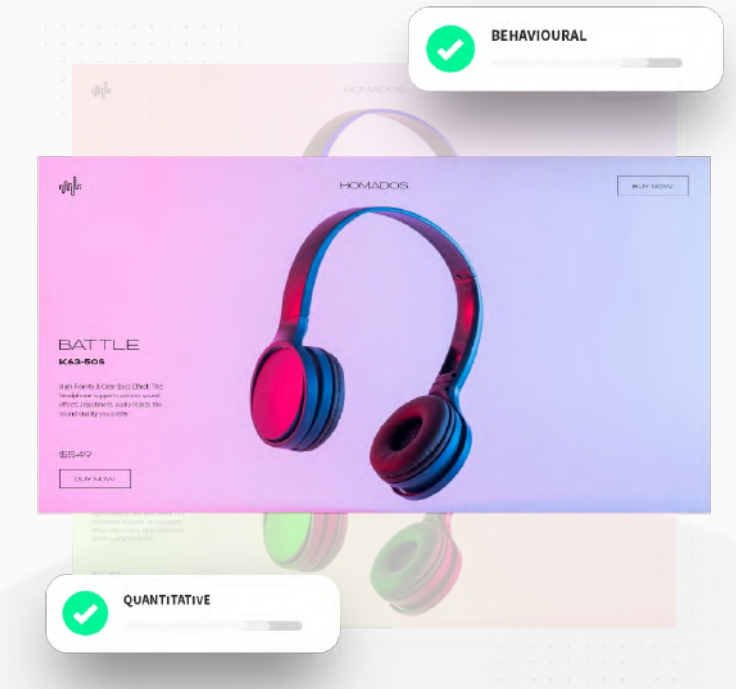
Behavioural research design handbook

Learn how to gather insights with behavioural research

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