

How should my category be segmented?

BLACKMORES®

Blackmores case study

The challenge: How do we stop category decline?

i Vitamin category was in **steep decline** driven by customers leaving the category. Qualitative research suggested that category layout was **inconsistent and confusing**

i New products in the category were **not driving growth**. Category was also **over-ranging** with 90% of sales generated by less than half of the products

Approach

1

Blackmores commissioned Quantum to produce a dendrogram to better understand how customers shop the category

Findings

2

- ✓ Customers were primarily shopping the category by condition (e.g. pregnancy, bones and joint, energy)
- ✓ Existing store layouts for category were blocked by brand

Actions

3

- ✓ Engaged field teams to implement a new layout based on condition in a Canberra pharmacy
- ✓ Proposed a store trial with Woolworths customer planning team

Shelf blocked by brand



Shelf blocked by condition



The outcome

\$ Canberra store experienced growth of **+31% post v pre**



New layout to be rolled out across a number of other pharmacies

For further support contact



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