

LAUNCH NEW
PRODUCTS IN A MORE
EFFECTIVE WAY AND
REGAIN MARKET
SHARES

Case study
**Of a multinational
electronics company**

RELATED JOBS

Digital Management,
Communication Management,
Marketing Management

SECTOR

FMCG, Technology

SCOPE OF THE ANALYSIS

France, then Europe

#CONTEXT

The international brand evolves in a highly competitive market, where competitor innovations are constant. Product launches are initiated by the headquarters in the United States. For this reason, local teams in France do not have leverage on the product itself. In the face of declining market shares, they aim to maximize the potential of their launches.

BUSINESS OBJECTIVES

Improve brand image

Get closer to consumers and create more proximity

Regain market shares in France



PROJECT LEADER

The marketing, research and communication teams

#PROJECT

DATA & SERVICES

Deployment of Linkfluence's Social Data Intelligence platform

15 dashboards and more than 200 capturing requests set up by our linguists and semanticists

4 training sessions

Specific reporting methods to improve the analysis of competitors

FOCUS ON

Listening and analysing all competitors

Analysing and segmenting consumers based on their motivation to buy - especially compared to competitors

Measurement, understanding and interpretation of the brand's values, specifically on the French territory and in particular with regard to competition.

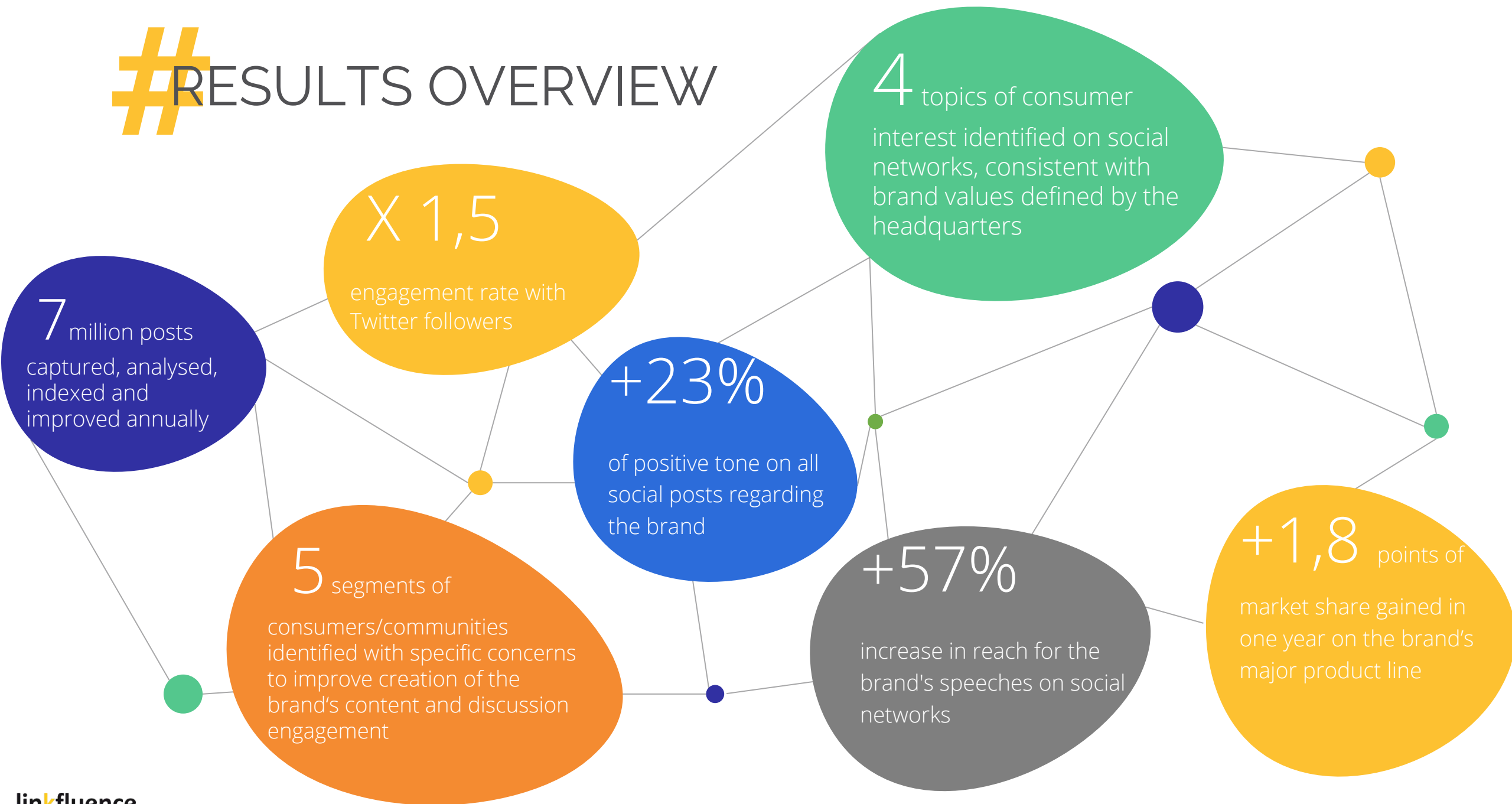
TOP NETWORKS

Facebook, Twitter,
Review Websites,
Forums, Media

PEOPLE

1 Account Manager + 1 Solution Service
Expert + 1 Customer Success Manager+ 1
Researcher + 1 Studies Director

#RESULTS OVERVIEW



#BENEFITS

Activation of launch plans on social networks, significantly more connected to the different communities

A significantly closer and stronger relationship created

All the above has led to a clear improvement of the brand image, while remaining in line with the brand values defined by the headquarters, and a notorious market share gain



#NEXT STEPS

Thanks to the very good results of the project that was set up, a global reach across all European countries is foreseen by the brand





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