

Leading beverage company maximizes drink fountain demand for quick service restaurants (QSRs)

challenges

- Help channel partners present the right mix of beverages
- Replace models built on general, historical data with one that responds to what the company knows about its consumers

solution

- Knowledge-based system trained on consumer segmentation
- A simulation tool that identifies the optimal fountain mix on a store-by-store basis

benefits

- Elimination of expenses tied to “one off” studies
- Actionable output in 1 – 2 weeks vs. 3 – 6 months



Overview

There are typically 6 – 12 valves on a beverage fountain and 99 competitive offerings to choose from, representing over 540,000,000 possible product combinations. The beverage company set out to find a better way to help their QSR channel partners choose the “right” 8 products to maximize demand.

The Business Problem

Consumer tastes vary widely, both by QSR type and geography. New product introductions and the fact that consumer tastes change over time further complicated matters.

The best consumer insight tools and research available at the time were either too general, too expensive or the information they provided was too dated. The company was looking for a tool that would allow them to optimize each fountain on a store-by-store basis.

“What If” Scenario Planning

ThinkVine’s Emerging Marketplace™ helps identify the right beverage mix for each QSR by allowing the client to run “what if” scenarios and identify emerging consumer behavior.

The Emerging Marketplace™ allows the beverage provider to put the extensive knowledge and research they have about their consumers to work inside of ThinkVine’s proprietary consumer behavior and economic models.

“ThinkVine’s Emerging Marketplace gives us a much better read on product mix because it reflects the nuances of consumer reality.”

The ThinkVine Advantage

The beverage company now provides all QSRs, regardless of size, with knowledge-based product mix recommendations that maximize demand and keep a pulse on consumer shifts over time.

Company Overview

ThinkVine helps businesses maximize the impact of Marketing, Media Mix & Advertising across all channels, including word-of-mouth.

Technology-Enabled Service

The Emerging Marketplace™ puts the power of scenario planning into the hands of Marketers, allowing them to run “what if” scenarios and identify emerging customer behavior. This invaluable marketing application produces fast, actionable insight and helps businesses plan for both the anticipated and unprecedented reactions of consumers in today’s complex & dynamic marketplace.

Our Science

ThinkVine has spent 8+ years helping its clients measurably improve their businesses by better understanding consumer behavior through the use of advanced analytics and complexity science. We developed The Emerging Marketplace™, an Agent Based Modeling (ABM) framework to give Marketers a platform to capture consumer behavior dynamics before the fact, turning hindsight into foresight.

To Learn More

For more information about The Emerging Marketplace™, ThinkVine or our underlying science, please contact us or visit our web site.