



CASE STUDY

COOKWARE

COMPANY BACKGROUND

- One of North America's leading manufacturer and retailer of cookware products selling in a vast, competitive market across a multitude of channels including: online, niche retailers, big box discounts stores, and department stores.

CHALLENGE

- The retailer wanted to validate their current marketing strategy, competitive positioning, and brand awareness for a particular brand that was losing market share and revenue.
- In addition to validating their marketing strategy, they wanted to get a clear understanding of customer feedback, and buyer behavior for their product as well as the competition.

STRATEGY

- The Alenza platform identified the top 5 competitors with the similar product attributes.
- The Alenza platform then collected detailed online reviews and comments from varied online sources including:
 - Online reviews from sites where purchases were made (popular retailers, department stores, etc.)
 - Social Media comments (Twitter, Facebook)
 - Blog posts
- The Alenza platform then used Natural Language Processing to automatically interpret and categorize the sentiments expressed about the brands: likes, dislikes, functionality, wear and tear, and convenience.
- Alenza's Cognitive Analysis feature identified key word patterns and isolated brand attributes allowing our business analyst to draw conclusions about the customer's brand and the competition.

RESULTS

- The current marketing strategy revolved around the concepts of “fresh, healthy, and organic” due to the customer’s patented ceramic coating. However, based upon the cognitive analysis, the words and word patterns associated with ceramic coated cookware were: “easy (to clean), cleaning (easy), sizes (multiple)”.
- Upon review of the customer opinions with Alenza’s Sentiment Analysis feature, the overwhelming positive sentiment was functionality and convenience – easy to clean and multiple sizes were the draws for buyers and the most important attributes.
- The negative sentiment for our customer’s brand specifically was the fact that the frying pan did not come with a clear lid and the handle conducts heat and makes it very hot to touch.
- Alenza then segmented the market further to reveal that “starter families” were buying one of the competitor’s product: a smaller set of pots with various sizes. The Client had sold to this segment in the past, however, due to lack of digital outreach the decision was to eliminate this product line.
- Avlino’s Business Analyst and the Digital Marketing team worked with the client team to:
 - Modify the branding and advertising message to focus on convenience and ease of use
 - Modify the digital brand message
 - Reach out to new customer segments by reintroducing some products from the past.

