

Uncovering **Whitespace** and **Unmet Needs** in a Cluttered Category



The Situation

- A top CPG company wanted to uncover category insights that would best position them to launch a new brand within the outdoor space—a crowded category with many existing “chemical-forward” competitors and a few emerging “natural” competitors.
- The client wanted to understand:
 1. **The strengths and weaknesses of the key category brands**
 2. **The key vulnerabilities of the top competitors**
 3. **What unmet needs were remaining in the category**

With the goal of identifying ownable points of difference for a new brand.



The Solution

Through 4Sight’s Landscape capability—leveraging quantitative and qualitative analytics across reviews and social—the brand was able to:

Uncover **compensatory behaviors**, including homemade and DIY solutions

Reveal the top **emotional unmet needs** and top **volume-driving unmet needs**

Identify “spray” (product usage) and “complicated instructions” as **key vulnerabilities** for some of the top competitors

Identify **two critical category unmet needs** and **one key point of difference**



The Result

Brand Positioning

- Defined positioning based on top unmet needs and category whitespace
- Leveraged the most emotional unmet needs as a “torture test” for safety

Product Experience

- Designed product that offered spray and stream (latter not offered by leading competitor)
- Prioritized easy instructions to pursue ownership over “easy” as point of difference

