



New Product Launch

Understanding the sunflower oil market in Tamil Nadu and testing communication concepts¹

Background to the Project

Our Client, a leading manufacturer and distributor of edible oils and specialty fats, desired to **launch a “mass-market” sunflower oil brand in Tamil Nadu**. The Client already markets a premium sunflower oil brand and approached ECG to conduct a **Product Launch Study in two (2) phases** to gain a deeper understanding of consumers in Tamil Nadu.

ECG Approach

The Product Launch Study was designed in two **(2) Phases: Quantitative and Qualitative**. The Study was conducted across **7 cities**, with **ECG curated sample of 374 consumers** with diversity across demographics. **Phase 1 (Quantitative)** was conducted via **telephonic interviews** and **Phase 2 (Qualitative)** through **virtual and face-to-face interviews**.

In **Phase 1**, we focused on **consumer behavior**, purchase **triggers** and **barriers**, **price sensitivity**, and **brand-switching trends**. In **Phase 2**, we delved deeper into the brand’s proposed launch aspects such as:

- **Logo**;
- **Packaging** appeal;
- Perception of **brand identity**;
- **Personality**;
- **Memorability**; and
- **Resonance** of **communication concepts**.

ECG also engaged with a limited sample of **Retailers** across the study locations to gauge the **market preference** for SFO brands, **packaging** preference, **stocking**, **demand** for new brands, and preferred **price points**.

The questionnaires were designed to gather comprehensive insights on the various parameters. The responses gathered were categorised and analysed to highlight individual insights.



Secondary research

We carried out **extensive desk research** to benchmark the Client's brand against that of the competitors. The research included:

- Product offerings;
- USPs;
- Packaging designs;
- Price;
- Customer reviews;
- Social media presence; and
- Brand campaigns.

The inputs gathered from the consumers, retailers and secondary research were combined to deliver **ECG's Key Insights** and **Recommendations**.

Key Insights

- a. **Target demography;**
- b. **Strong correlation** between health consciousness and oil consumption;
- c. High levels of **brand allegiance;**
- d. **Key drivers** for trying new brands; and
- e. **Pricing benchmarks** for the new brand.

Project Outcomes

Quantitative and Qualitative analyses yielded **actionable recommendations**, tailored to the Client's needs.

Project Timeline

The project was executed between **March to June 2024**.