

## Case Study:

# A Global Beverage Brand Uses Premise in Brazil

## Background

Most brands have very little data about their products in stores, especially in emerging markets, often due to fragmented distribution value chains. Any successful brand in the Consumer Packaged Goods (CPG) or Fast-Moving Consumer Goods (FMCG) space knows that innovation is the key to staying competitive.

Today, data provides the insights CPG and FMCG companies need to continue innovating, growing their market share and revenue, and delighting their customers. One way to secure this data is through retail audits, which provide organizations with the insights they are missing from their information management chain. Retail audit data can provide the real-world insights needed to create winning marketing and branding strategies.

## The Challenge

For a multi-billion dollar brand whose products are distributed in tens of thousands of locations around the world, conducting audits independently is costly and inefficient, especially for long-term monitoring.

One leading global beverage brand came to Premise due to difficulty getting the data they needed to stay competitive. They had trouble auditing their products after they had been distributed in international markets, including Brazil.

When they came to us, their data was not answering a number of important questions, including:

**“** Our solution was able to help the customer gain visibility into their on-the-ground operations, something they previously had no data on.”

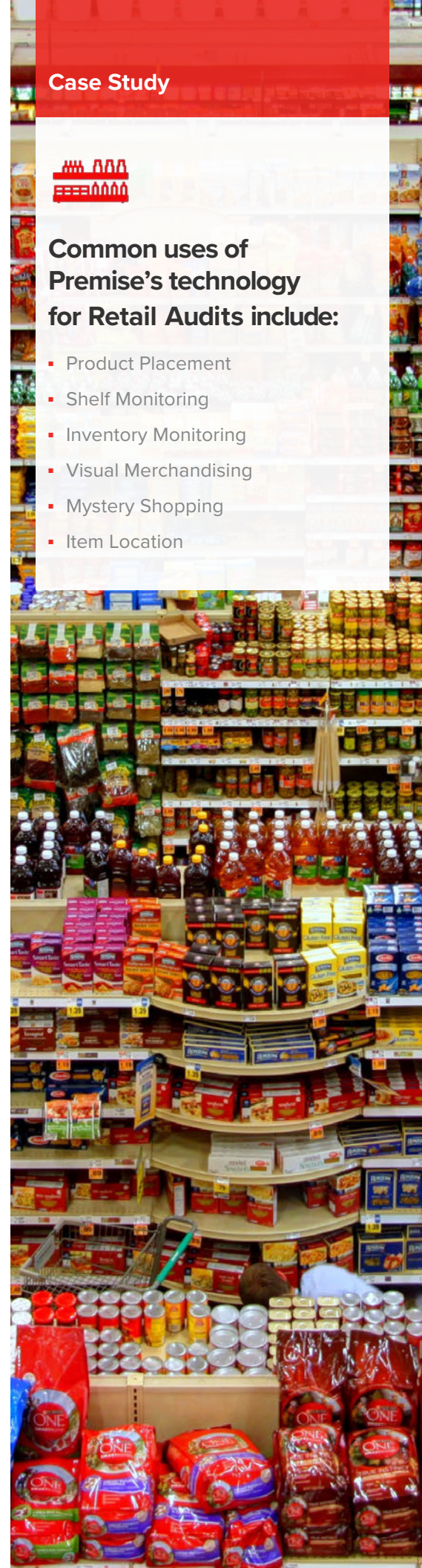
**Hilary Huntington**  
Business Development Executive

## Case Study



### Common uses of Premise's technology for Retail Audits include:

- Product Placement
- Shelf Monitoring
- Inventory Monitoring
- Visual Merchandising
- Mystery Shopping
- Item Location



- Are our products fresh and safe for consumption?
- Are our products regularly available to our target demographics?
- Are our products priced according to our desired pricing schemes?
- Are our products favorably located on the shelf and in stores?
- Are our products sold at the stores local distributors claim they are sold?

Additionally, they were interested in understanding their performance on the above questions in comparison to their competition. These questions are near-impossible to answer accurately without in-store data. While this can be done by contracting an external auditing firm it would be logistically challenging and extremely expensive. Instead the brand chose Premise because of our ability to get the needed insights quickly, cost-effectively and accurately.

## Premise’s Approach

Through the power of crowdsourcing, Premise relies on gig economy workers, called Premise Contributors to complete tasks. Our networks of local residents are all around the globe and, in essence, become part-time retail auditors as they complete a number of tasks

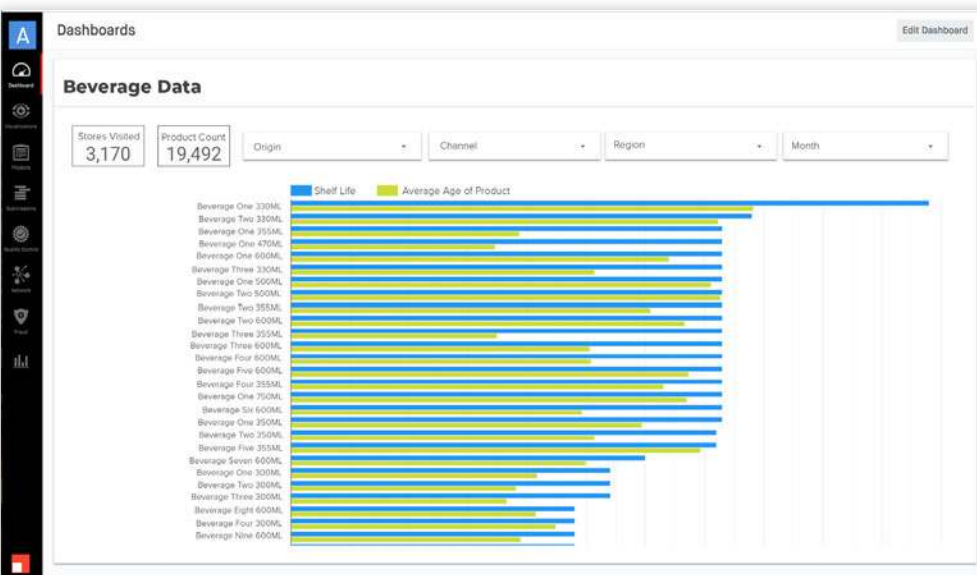
on behalf of a brand. They submit survey results and pictures of in-store conditions through our mobile app in return for payment. The data is aggregated across the region and processed through our rigorous automatic and manual quality control and fraud prevention checks.

For this project, Premise and the brand decided to narrow the scope of the project to one country and a few major questions. The brand felt that many of the problems they were having were occurring in small towns and rural areas, where Premise does exceedingly well collecting data.

We limited the scope to only checking the freshness and availability of the brands’ products in stores. Together, we used a list of where their products were supposedly sold and we designed survey questions to collect the data from those locations.

Over a period of three months, we distributed a number of different tasks to our Contributors across Brazil. The following tasks are a basic version of what we sent Contributors:

1. Go to X location where the product is sold.
2. Locate the product at the specified location. Report null, if none is found.
3. Take pictures of the product(s) and expiration date





## Unlock Real-World Data

Crowdsource data about your products from any market to gain visibility into your on-the-ground operations. Build projects that are designed to collect the data you need so you can gain better insights.

## The Outcome

During the three months the project ran, we collected 16,683 submissions throughout 13 different regions in Brazil. From the expiration dates that were collected in stores, we used data from the brand on how long each product



 Total Products  
 Products Expired

was fresh to create an index of the freshness of each product. The visualization we created allowed the company to see how different stores and regions were performing, as well as specific beverages.

Overall, our data showed that 15% of the products on the shelf were expired. In 5% of cases, the beverage was not found in the store. One region accounted for 55% of all expired product and 35% of missing product.

## Conclusion

By using Premise's technology the brand is now able to quickly and easily identify and fix problems occurring in stores across Brazil. By crowdsourcing through a mobile application the brand was able to access deep insights in a timely manner, putting them back in control of their customers' in-store experience.

Even with this project addressing only one of the brands questions, our data was able to help them identify serious discrepancies about the freshness and availability of their products. Now that this company has the information they need, they are better equipped to make decisions and enact a strategy to help improve their sales and increase their market share.

## Capabilities

- Geolocation, Geofencing, GPS
- Route Generation
- Dynamic Tasking
- Localization
- Internationalization
- Multiple Modes of Data Capture (photos, locations, SKU, sentiment)
- Barcode Scanning
- Robust Quality Control

## Key Benefits

- **Gain a Competitive Edge:**  
Develop market strategies with a holistic view of your products, customers and competitors.
- **Improve Customer Experience:**  
Use ground-level data to better understand your customers' in-store experience and needs so you can better serve them.
- **Develop Targeted Campaigns:**  
With on-the-ground insight, reach your customers where they actually are instead of where you think they might be.

**Ready to get more reliable data?  
Try Premise today!**

Premise helps its customers unlock a world of ground-level data. By combining the power of a global network of on-the-ground Contributors with industry-leading data science and machine learning, Premise empowers decision makers with the high-quality, trustworthy data they need. Premise is headquartered in San Francisco, CA, with offices in Washington, D.C., Seattle, WA and Portland, OR. For more information, visit [www.premise.com](http://www.premise.com) or follow us on LinkedIn, Facebook, Instagram and Twitter.



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