



Research Challenge

Create a “head room strategy” by repositioning the brand and optimizing merchandise allocations.

Analytical Methods

Ethnocepts • Planotags • Friendship Pairs • Shopalong Groups • Brand Hijacks • Attrition Study • Conjoint Preference Study

Opportunity

- Specialty store no longer special/ relevant
- Nobody targets advocates
- Market share shift to department stores
- Double figure dip in comps

Insights

- Sexy is not a size
- We have permission to speak for the category
- Enter the market with lower price point
- The hidden gem in Cacique

ROI

- \$43MM in earned media
- 40% conversion LTO
- Web +205%
- Magalog +93%
- Loyalty Mail +50%
- Bra / Panty +32%