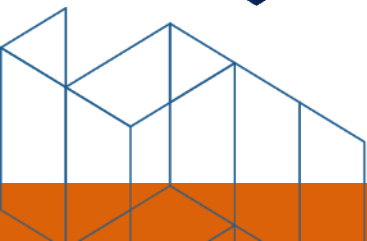


## **Demand Landscape:**

*The Power of Understanding Consumer Demand*



# Introductions

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*VISIONOVA CONSULTING LLC*  
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*MARKETVISION RESEARCH*  
*Sr. Research Director, Marketing Sciences*  
Cincinnati, Ohio

# Agenda

- ✓ Approach
- ✓ Construction
- ✓ Application
- ✓ Execution

## GENERAL CUSTOMER VIEW



**Purchasing  
Behavior**  
*(quantity,  
frequency)*



**Brand  
Loyalty**



**Segment**  
*(similar  
groups  
of people)*

**Context** >>> **Needs** >>> **Choice**

**INSIGHTS GAINED WHEN  
CONTEXT DRIVES CHOICE**



**Who?**



**What?**



**When?**



**Where?**



**Why?**

## GENERAL APPROACH



**Profile** consumers who purchase more often



**Classify** consumers into general levels of brand loyalty  
(High/Med/Low)



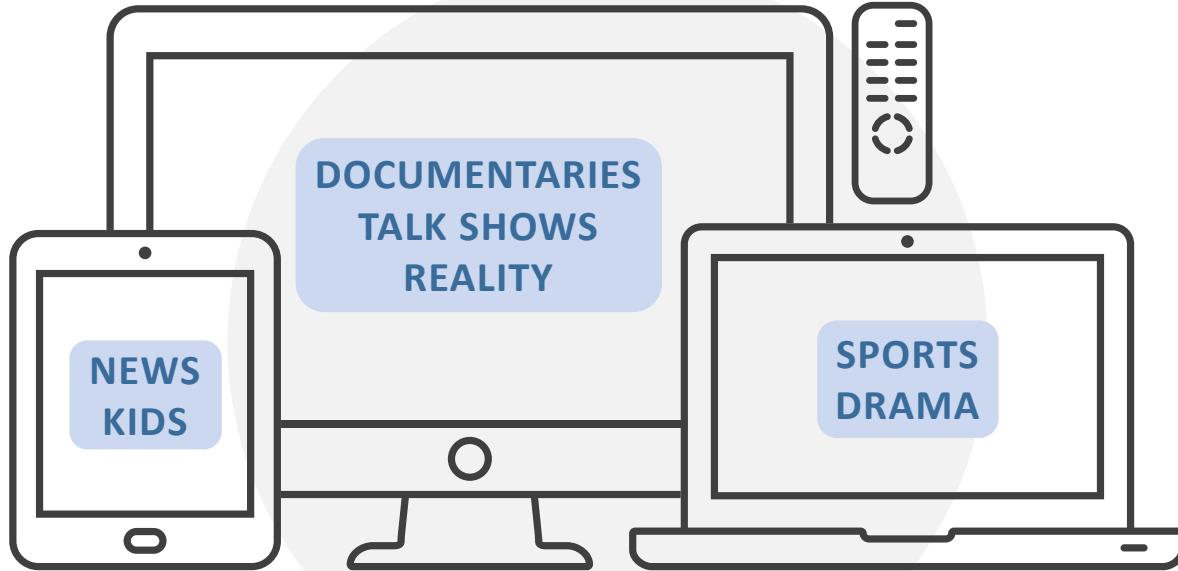
Identify groups of **similar consumers** based on behavior, attitudes, demos

## DEMAND LANDSCAPE

**Uncover what drives** consumers to situationally purchase more/less often

**Understand** how brand loyalty is affected by circumstances  
(W/W/W/W/W)

Identify groups of **similar occasions** based on context



**A network wants to better understand their customers to optimize programming**

Context >>> Needs >>> Choice

## LAST MEDIA CONSUMPTION OCCASION...



**Who?**



**What?**



**When?**



**Where?**



**Why?**

**Weeknight  
Wind Down**

Alone

Streaming  
reality TV  
on tablet

Evenings  
after work

In bedroom

Mental  
escape

**Family Movie  
Night**

Parents &  
children

Streaming  
G content  
on TV

Friday/  
Saturday  
night

Family  
room

Connect/  
Entertain

# Agenda

- ✓ Approach
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## Demand landscape spaces

- 1 Framed contextually
- 2 Defined multidimensionally
- 3 Profiled for insights

# How do we get here?



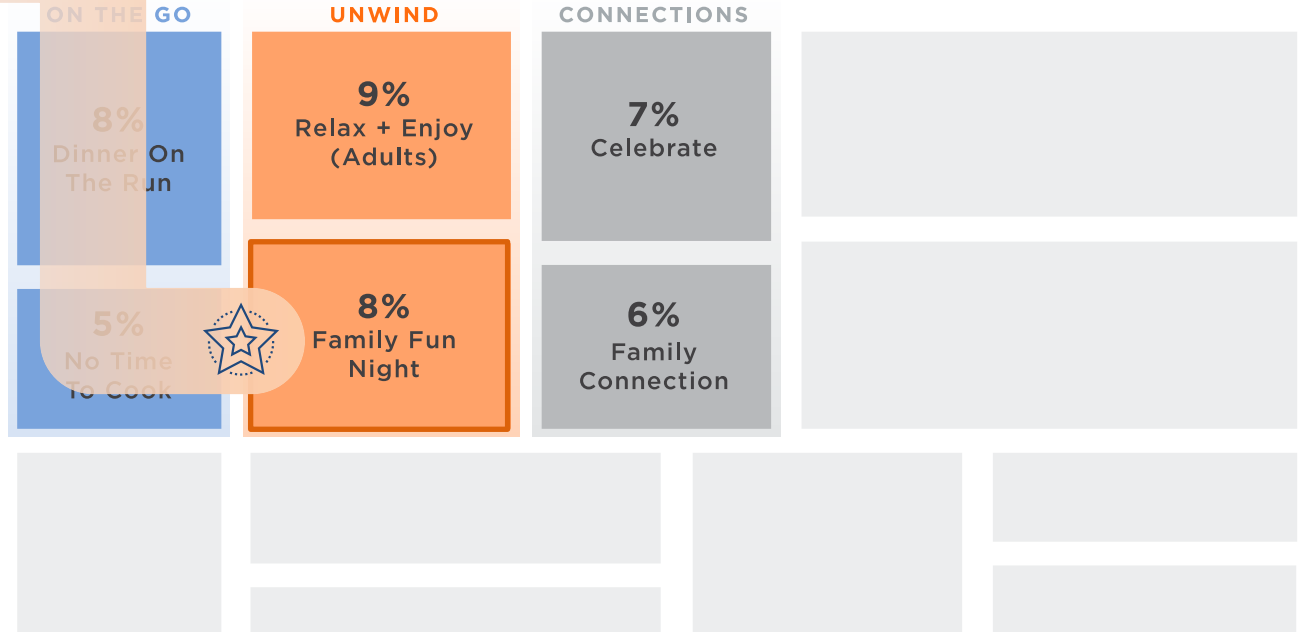
Partnership



Resources



Process



**SURVEY  
IMPLEMENTATION**

**DEMAND SPACE  
ANALYTICS**

**LANDSCAPE  
CONSTRUCTION**

**STRATEGY**

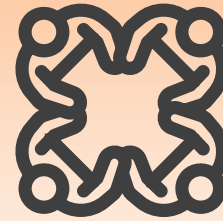
**COMMERCIAL  
EXECUTION**



**Large  
Sample**



**Relevant  
Content**



**Stakeholder  
Consensus**



**Fielding,  
QC**

**SURVEY  
IMPLEMENTATION**

**DEMAND SPACE  
ANALYTICS**

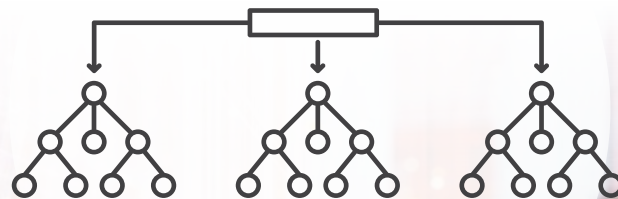
**LANDSCAPE  
CONSTRUCTION**

**STRATEGY**

**COMMERCIAL  
EXECUTION**



>>>



**SURVEY  
IMPLEMENTATION**

**DEMAND SPACE  
ANALYTICS**

**LANDSCAPE  
CONSTRUCTION**

**STRATEGY**

**COMMERCIAL  
EXECUTION**



SURVEY  
IMPLEMENTATION

DEMAND SPACE  
ANALYTICS

LANDSCAPE  
CONSTRUCTION

STRATEGY

COMMERCIAL  
EXECUTION



## Family Fun Night

Demand Space Size	Cohort/ Context	Emot/ Func Needs	Inspiration	Preferred Prep	Retail Channel	Fulfillment Method
<ul style="list-style-type: none"><li>8% of occasions</li></ul>	<ul style="list-style-type: none"><li>Married/ Sep, Age 30-45</li><li>HHs w/Kids</li><li>Weekends</li><li>At home</li></ul>	<ul style="list-style-type: none"><li>Fun</li><li>Connect</li><li>Crowd Pleasing</li><li>Easy Prep &amp; Eat</li></ul>	<ul style="list-style-type: none"><li>Childhood Favorites</li><li>Kids Camp</li><li>Schools</li></ul>	<ul style="list-style-type: none"><li>Frozen</li><li>Ready to Prepare</li><li>Ready to Serve</li></ul>	<ul style="list-style-type: none"><li>Casual Dining</li><li>Grocery</li><li>Pantry</li></ul>	<ul style="list-style-type: none"><li>Quick stop</li><li>Door Dash /Uber Eats</li></ul>



## In the end, each demand space...

- 1 Is defined by a unique context
- 2 Is described multidimensionally
- 3 Provides rich strategic insights

# Agenda

- ✓ Approach
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**1** Strategy Conversation

**2** Growth Considerations

**3** Global Framework

**4** Innovation

SURVEY  
IMPLEMENTATION

DEMAND SPACE  
ANALYTICS

LANDSCAPE  
CONSTRUCTION

STRATEGY

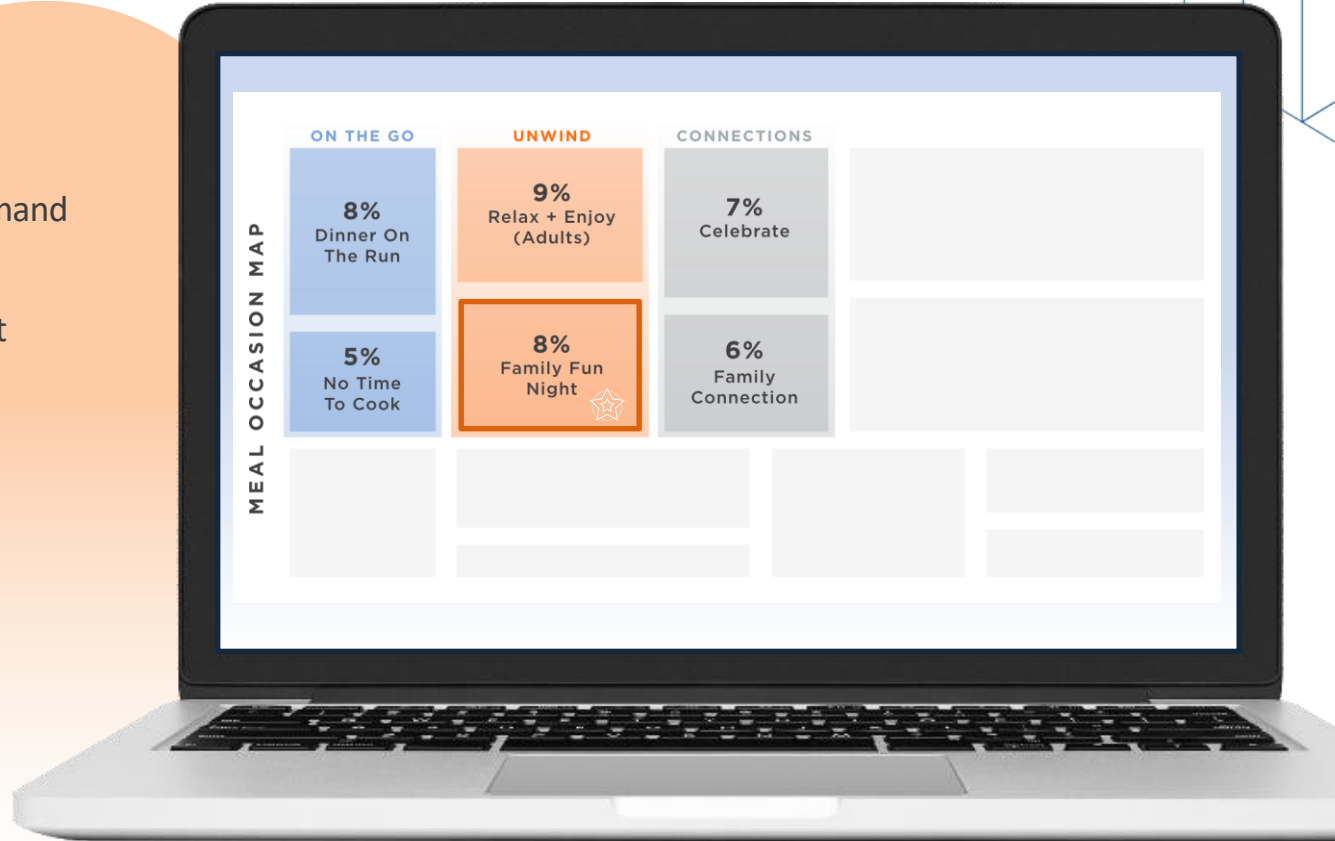
COMMERCIAL  
EXECUTION



Size Demand  
Space



Forecast  
Growth



SURVEY  
IMPLEMENTATION

DEMAND SPACE  
ANALYTICS

LANDSCAPE  
CONSTRUCTION

STRATEGY

COMMERCIAL  
EXECUTION



Size Demand  
Space



Forecast  
Growth



Channel  
Share



SURVEY  
IMPLEMENTATION

DEMAND SPACE  
ANALYTICS

LANDSCAPE  
CONSTRUCTION

STRATEGY

COMMERCIAL  
EXECUTION



Size Demand  
Space



Forecast  
Growth



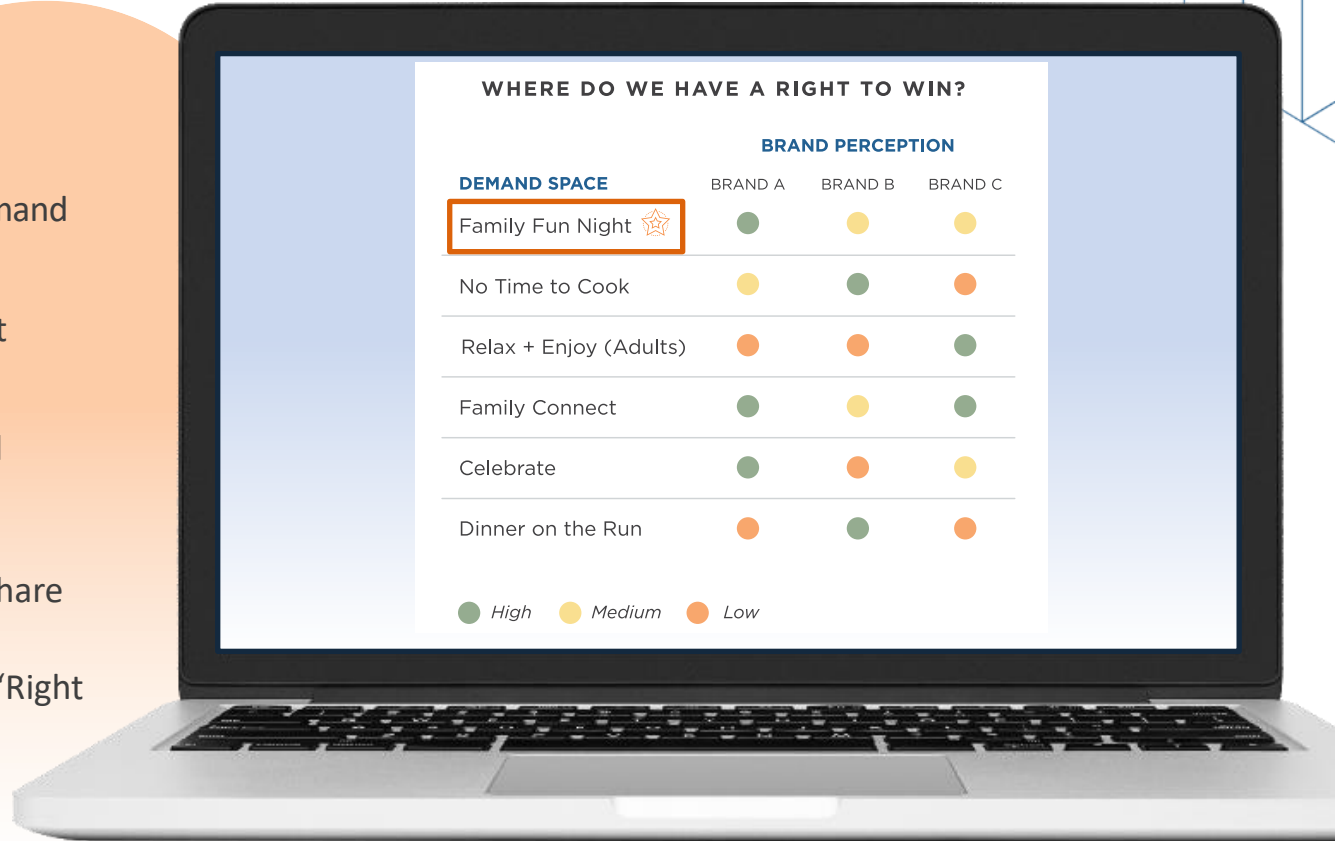
Channel  
Share



Brand Share



Inform "Right  
to Win"



## Growth Considerations

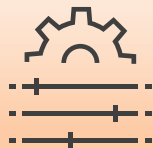
SURVEY  
IMPLEMENTATION

DEMAND SPACE  
ANALYTICS

LANDSCAPE  
CONSTRUCTION

STRATEGY

COMMERCIAL  
EXECUTION



Portfolio  
Optimization



Source of  
Volume

# Global Framework

SURVEY  
IMPLEMENTATION

DEMAND SPACE  
ANALYTICS

LANDSCAPE  
CONSTRUCTION

STRATEGY

COMMERCIAL  
EXECUTION



One  
Strategic  
Framework



Global  
Strategy  
Regional  
Relevance



# Innovation Inspiration

SURVEY  
IMPLEMENTATION

DEMAND SPACE  
ANALYTICS

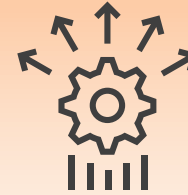
LANDSCAPE  
CONSTRUCTION

STRATEGY

COMMERCIAL  
EXECUTION



**Underserved  
Needs**



**Whitespace**



# Agenda

- ✓ Approach
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- ✓ Application
- ✓ Execution





## Commercial Execution

- 1 C-Suite Sponsor
- 2 Cross Functional Engagement
- 3 Commitment (Time & Resources)

## Watch Outs ...

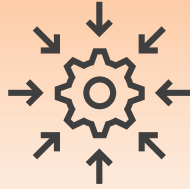
SURVEY  
IMPLEMENTATION

DEMAND SPACE  
ANALYTICS

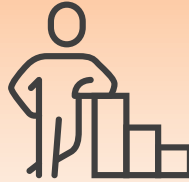
LANDSCAPE  
CONSTRUCTION

STRATEGY

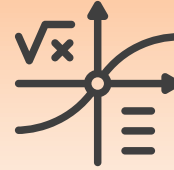
COMMERCIAL  
EXECUTION



Integration  
into Business



Questionnaire  
& Data  
Ownership



Demand Space  
Algorithm



The background features a repeating pattern of embossed question marks on a light gray surface. A solid blue horizontal band is positioned across the middle, containing the text 'Q&A'. The top-left and bottom-right corners are accented with orange geometric shapes, including a vertical bar and a wireframe structure of cubes.

# Q&A

The image features a 3D cityscape with various building heights and colors, including orange, yellow, and white. A large, semi-transparent blue rectangle is overlaid on the center of the image, containing the text "Thank you!" in a white, sans-serif font. The background is slightly blurred, and there are orange bars at the top and bottom of the frame. In the bottom left corner, there is a white geometric pattern of lines forming a grid-like structure.

**Thank you!**