

# Success Stories

Dig Deep, Have Fun, Tickle the Brainwaves  
Luisa Nims

## Strategies to innovate, maintain relevance, build relationships are at the core of my skill set

Pain Point	Approach	Result	Brands
Brand erosion, companies losing market share in local markets for a global brand.	Conducted in country research to determine reasons for loss of market share through consumer groups. Focusing on motivations and core relationship consumers had with product category and brand.	Client had an explanation of their brands loss of relevancy. Recommendations to revamp its messaging to create stronger consumer engagement to regain market share.	Heineken, Unilever, Coca-Cola
Brand cannibalism	Conducted workshops with the client to create clear brand personas for each product	Overhauled portfolio and created clear action plan on promoting each brand within the country market.	Heineken/ beer

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Interdepartmental cliques that work against productivity	Conducted workshops focusing on project issues to facilitate an atmosphere of collaboration	Brought divisive sub groups together by creating common ground around goals for marketing the brands.	Heineken
Cultural obscurity and loss of market share for a global brand in a local market	Cultural deep dive research focusing on the value and beliefs systems of the culture to create new brand values and messaging	Client had clear set of recommendations to make the brand relevant again in the local market, revitalizing the brand to consumers	Heineken, Unilever, Coca-Cola

Pain Point	Approach	Result	Brands
Product line extensions to grow market share in regional SE Asian market	Conducted in-home studies and participated in internal workshops with clients	Updated the brand's presence in the regional market. Discovered elasticity of product attributes making entry of new products easier to adopt. Both steps reinforcing the brand's evolution.	Unilever

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<p>Growing market presence in regional market that is resistant to product category (Asian kids drinking milk they hated).</p>	<p>Respondent research and cultural inquiry (visiting local markets) and product category research to determine best consumer engagement.</p>	<p>Concise set of recommendations that included increasing flavors of milk and creating a superhero cartoon storyline on the packaging.</p>	<p>Friesland Flag</p>
<p>Client needed to identify valuable areas of product placement to revitalize the brand and streamline marketing channels.</p>	<p>Conducted on site outlet research (literally bar hopping with the client and field agency) along with consumer interviews to determine most effective placement for brand.</p>	<p>Outlet segmentation pinpointed key outlet types to focus the brand's positioning. As well as to reinforce aspirational brand values and relativity to consumers.</p>	<p>Heineken, multiple countries.</p>

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Startups struggling with how to move an idea to an actual product	Listening to founders explain their products and users.	Provided strategies to make next step initiatives to grow the products and its presence in the market.	Various local Portland mostly tech startups.