



latentview

Actionable Insights • Accurate Decisions

# Emerging Social Media Trends

## Driving Product Development

### Client

Leading US-based  
Bakery Chain



## The Problem

Early identification of flavor and ingredient trends can provide a significant first-mover advantage, so it is crucial to latch onto it before competitors do.

### The Before State

Limited understanding of consumer emotional and functional drivers.  
Flavor/Ingredient trends were identified using expensive and time-consuming surveys and focus groups.

### The After State

**Reduced time-to-market by 2x**, identified emerging trends early on and catered to consumer emotions and excitement increasing product overall sales and ticket sizes.

### The LatentView Solution

Cataloged a list of all bread/muffin varieties and mined relevant social conversations to identify emerging flavors and ingredients and their associated drivers (emotional, functional).

## About LatentView Analytics

LatentView Analytics is a leading global data and analytics service provider helping companies turn data into actionable insights to gain competitive advantage. As a trusted analytics partner to the world's most recognized brands, LatentView solutions provide a 360-degree view of the digital consumer, fuel machine learning capabilities and support artificial intelligence initiatives. LatentView's success is driven by a commitment to deliver unrivalled analytics solutions that enable Fortune 500 companies in the retail, CPG, BFSI, high tech, healthcare and other sectors to predict new revenue streams, anticipate product trends, improve customer retention, optimize investment decisions and turn unstructured data into a valuable business asset. LatentView has offices in Princeton, N.J., San Jose, Calif., London, Singapore and Chennai, India with more than 600 employees globally.

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