

latentview

Actionable Insights • Accurate Decisions

# Social Media-Based Flavor Trends

## Drives Product Innovation

### Client

Leading US Based  
Beverages and Snack  
Foods Manufacturer

★ 32

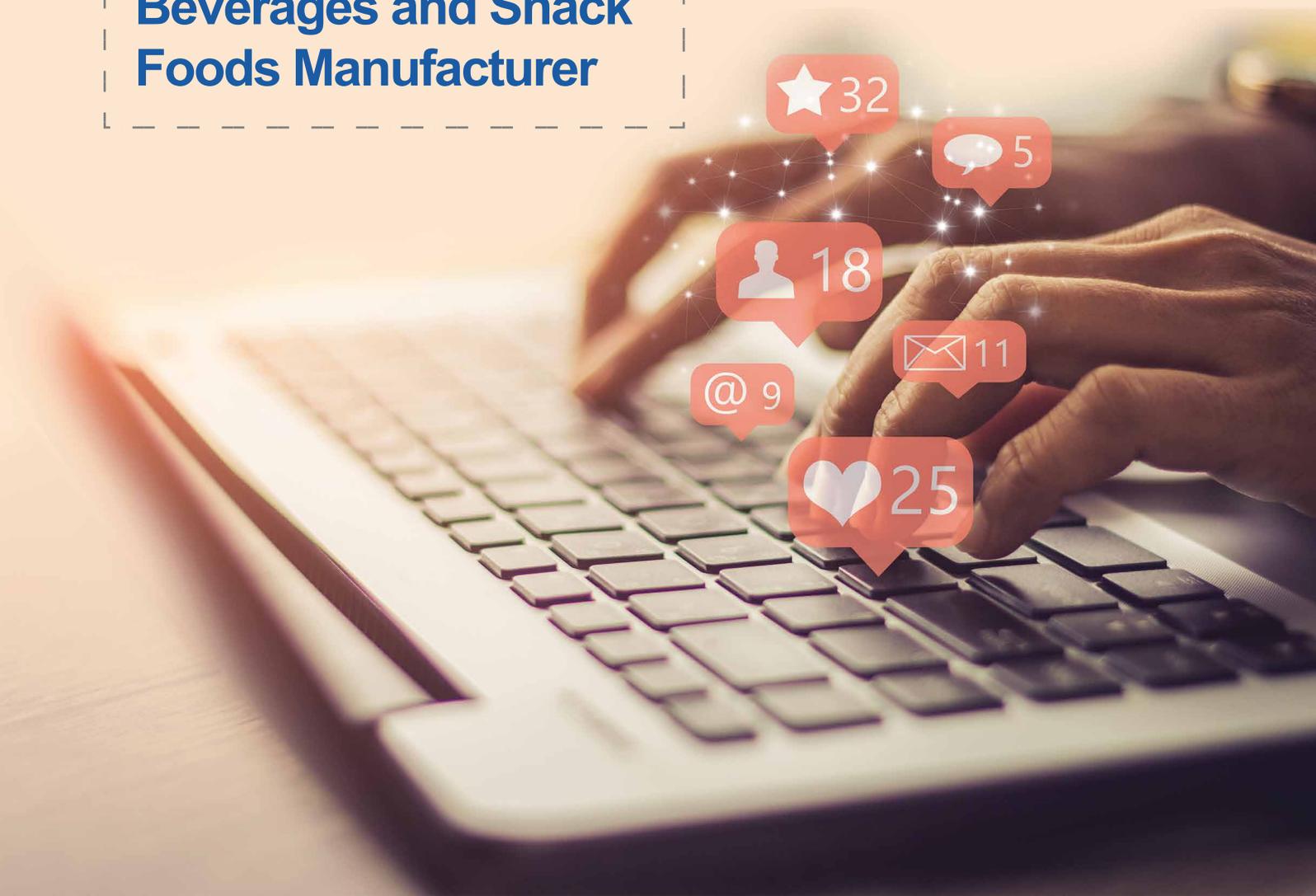
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## The Problem

Market-share was down by 6% due to the delay in introducing new snack flavors as smaller, local competitors had a much faster time-to-market innovation cycle.

### The Before State

Flavor trends were identified based on surveys and focus group studies, which were costly, time-consuming, and lacked real-world generalization.

### The After State

**Reduced innovation cycle time by 1.5x**, identified 20 flavors at a fraction of ideation cost and **gained a big first-mover advantage**.

### The LatentView Solution

Social media conversations were mined to identify emerging flavors and the underlying emotional and functional drivers associated with them.

## 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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