

THE WORLD HAS CHANGED



ASSESS - ADJUST - VALIDATE

Opeep!’s 3 Step ASSESS, ADJUST & VALIDATE model, enables you to re-launch much faster in a post lockdown market. Whether in a single market or across multiple countries we can swiftly help you assess, adjust and validate your offering.

ASSESS Your Market(s)

- Estimate current market potential
- Identify new opportunities
- Disclose potential pitfalls

 1-3 DAYS

ADJUST Your Offering

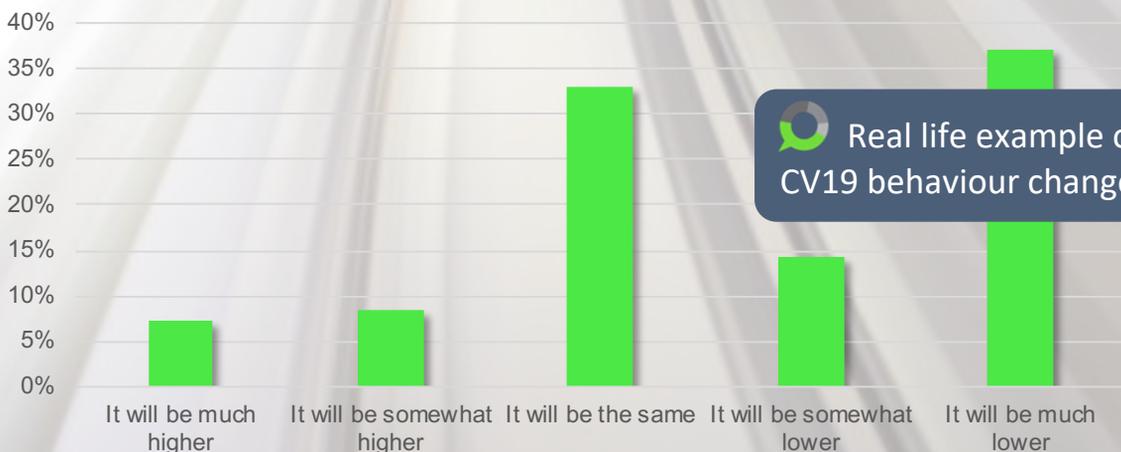
- Adjust your product/service
- Develop new products & services
- Organize alternative distribution channels

VALIDATE Your Offering

- Test your new product/service
- Validate the potential
- Select and launch the winners

 1-3 DAYS

Spending expectation: Furniture & Décor*



*Data from Opeep!’s Corona insights report: [CONSUMER OUTLOOK IN A CORONA REALITY](#)

CASESTUDY

HOW LANTMANNEN UNIBAKE UK REVISED THEIR FRESH PASTRY OFFERING DUE TO COVID19



THE CHALLENGE

Lantmännen Unibake UK supplies the fresh, sweet pastry market in UK supermarkets and gas stations. The COVID19 pandemic, resulting in a nationwide lockdown introduced by the UK Government, posed a serious challenge to their current offering of mainly self-serve, single pastries. Therefore, they initiated an assessment of the category, to help the retail partners adjust their offering.

ASSESS

Firstly, Lantmännen Unibake UK assessed the market and changes in attitudes toward fresh, sweet pastry singles. Significant behaviour and attitude shifts were identified, driven mainly by consumers changing their shopping habits.

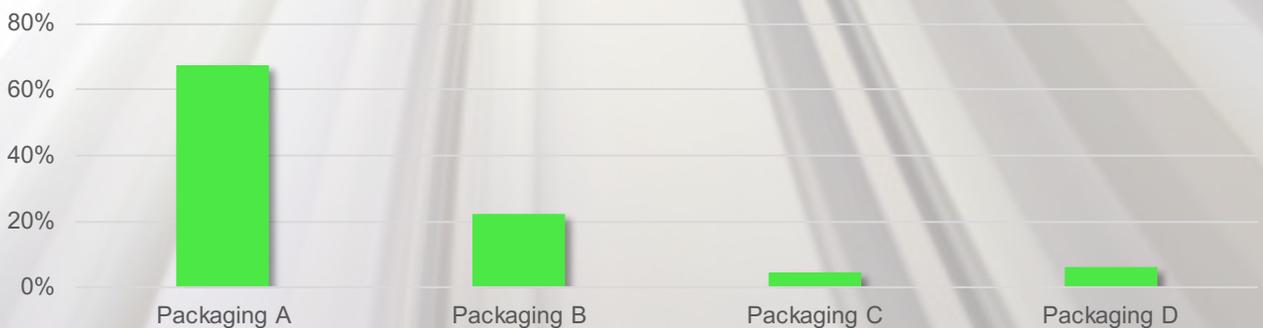
Behavioural changes since Corona lockdown



ADJUST

Based on the consumer evaluation of a number of solutions to address the identified changes in attitudes and behaviours, Lantmännen Unibake UK were in a position to advise their retail partners on the adjustments to the product offering, to be applied under Covid 19 lockdown situation.

Preferred adjustment to product offering



CASESTUDY

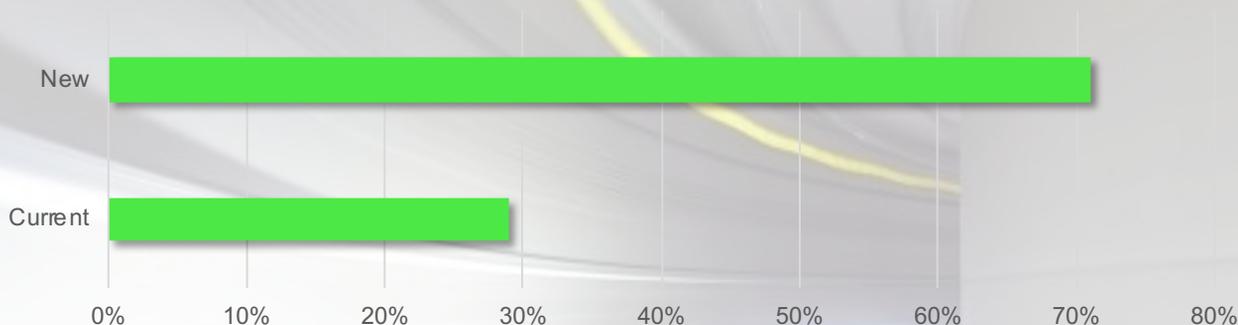
HOW LANTMÄNNEN UNIBAKE UK REVISED THEIR FRESH PASTRY OFFERING DUE TO COVID19



VALIDATE

In addition, thanks to the direct consumer feedback, Lantmännen Unibake UK could then validate how each adjusted offering performed when presented to the target audience. This provided the desired confidence in selecting the new offering to be recommended for launch in the market.

Preference current vs new product offering



THE FEEDBACK

Within 3 days, Lantmännen Unibake UK were able to assess the category, test product adjustments and validate the best offer, given the new market situation. The rapid process was pivotal in building decision insights for Lantmännen Unibake UK's urgent during and post lockdown relaunch.

"The Covid 19 pandemic and nationwide lockdown in the UK, significantly impacted the shopping behaviour of many consumers, for whom a fresh, sweet pastry was a habit. We wanted to quickly identify the attitude towards purchasing of such pastries and draw comparisons between the pre-, during- and post- lockdown times. Thanks to Opeep!'s agility in setting up and launching the survey, not only did we receive the results within a few hours but we were also able to make informed recommendations to our retail partners."

Paulina Górska, Marketing Manager
Lantmännen Unibake UK