



Reckitt Benckiser Case Study 2020

Better and faster decision making with
Opeepl Consumer Insights



Business Challenge



Reckitt Benckiser Group plc (RB) is a global consumer goods company, a producer of health, hygiene and home products. Their portfolio includes such brands as Dettol (antiseptic products), Veet (hair removal products), Gaviscon (heartburn/indigestion remedy), Enfamil (baby food), and many more.



Reckitt Benckiser partner with Opeep! on a series of market research projects in order to confidently make valuable decisions within tight deadlines. Projects such as concept testing or shopper insights within Child Nutrition and Health categories are aimed at understanding the preferences of specific consumer groups, e.g. mothers with children aged 0-36 months, or consumers with stomach issues.

The Research

For each of the projects that Reckitt Benckiser and Opeepl co-operated on so far, a very precise sample of specific target audiences was required, including specific quota by SEC and Sales channel. All projects had tight deadlines for delivery and were completed within 1 day to 1 week using Opeepl's live Dynamic Sampling Technology. Furthermore, the projects met the exact quota requirements.

Tight
Deadlines

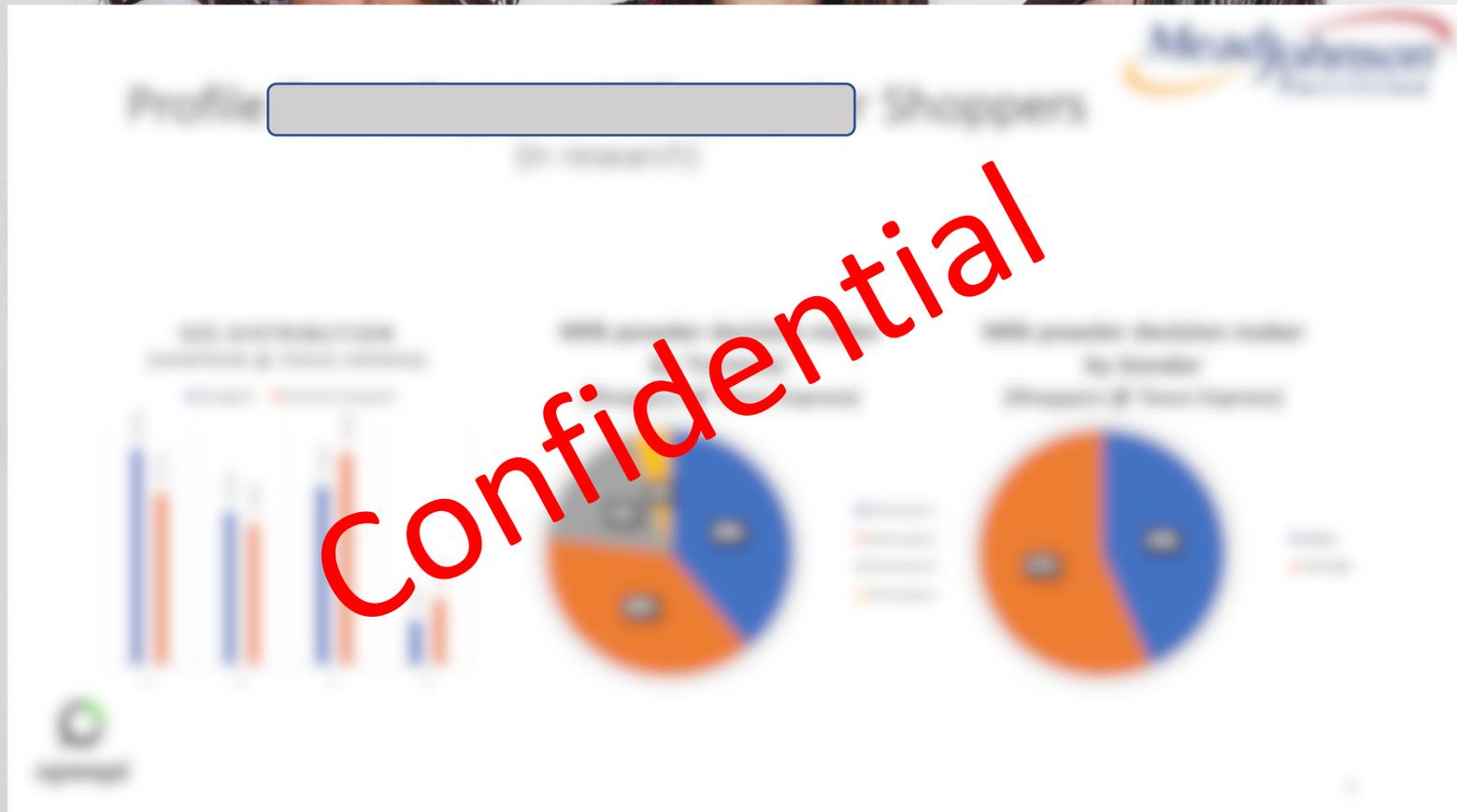
Specific
Target
Audiences

Quota by
SEC and
Sales
Channel



The Research

Reckitt Benckiser could track the results of each project live from start to finish in the Opeepl's interactive dashboard. The dashboard's functionalities such as zooming in, applying filters and segments allowed for quick analysis and key insights for decision making. On RB's request, Opeepl created insightful reports in PowerPoint and PDF formats to distribute and share the results.



The Implementation

“

Opeepl has a very specific platform and robust panel to help us find insights of consumers and shoppers in Children Nutrition and Health categories. The result gave us confidence to implement new campaigns to meet real needs of our target.

Pongsupa Watcharasukum
Innovation/CMI Manager
Reckitt Benckiser Ltd.

”



A photograph of three women standing side-by-side, laughing joyfully. The woman on the left is covering her mouth with her hand. The woman in the middle is wearing a black top with a red collar and a red skirt. The woman on the right is wearing a purple top. The background is a plain, light-colored wall.

RB Research Partner:
*Pongsupa Watcharasukum
Innovation/CMI Manager
Reckitt Benckiser Ltd.*

Opeepl Research Partner:
*Ben van der Werf
Client Manager
Opeepl*

 **Reckitt
Benckiser**

 **MeadJohnson
Nutrition**


opeepl

About Opeep

Opeep is a consumer insights tech company which provides clients with agile and automated insights worldwide. We are working with clients such as Danone, Ford and Nestlé.

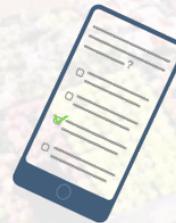


TRUE GLOBAL REACH



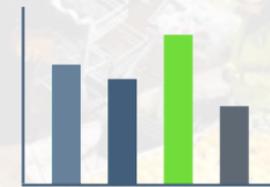
Get insights from consumers everywhere in the world. Our proprietary technology ensures a true global reach.

MOBILE



Opeep's respondent interface is 100% mobile and ensures the best possible interaction with the respondent in their natural mobile habitat.

INSTANT INSIGHTS



Instant delivery and live reporting gives you solid insights in hours increasing your decision velocity.