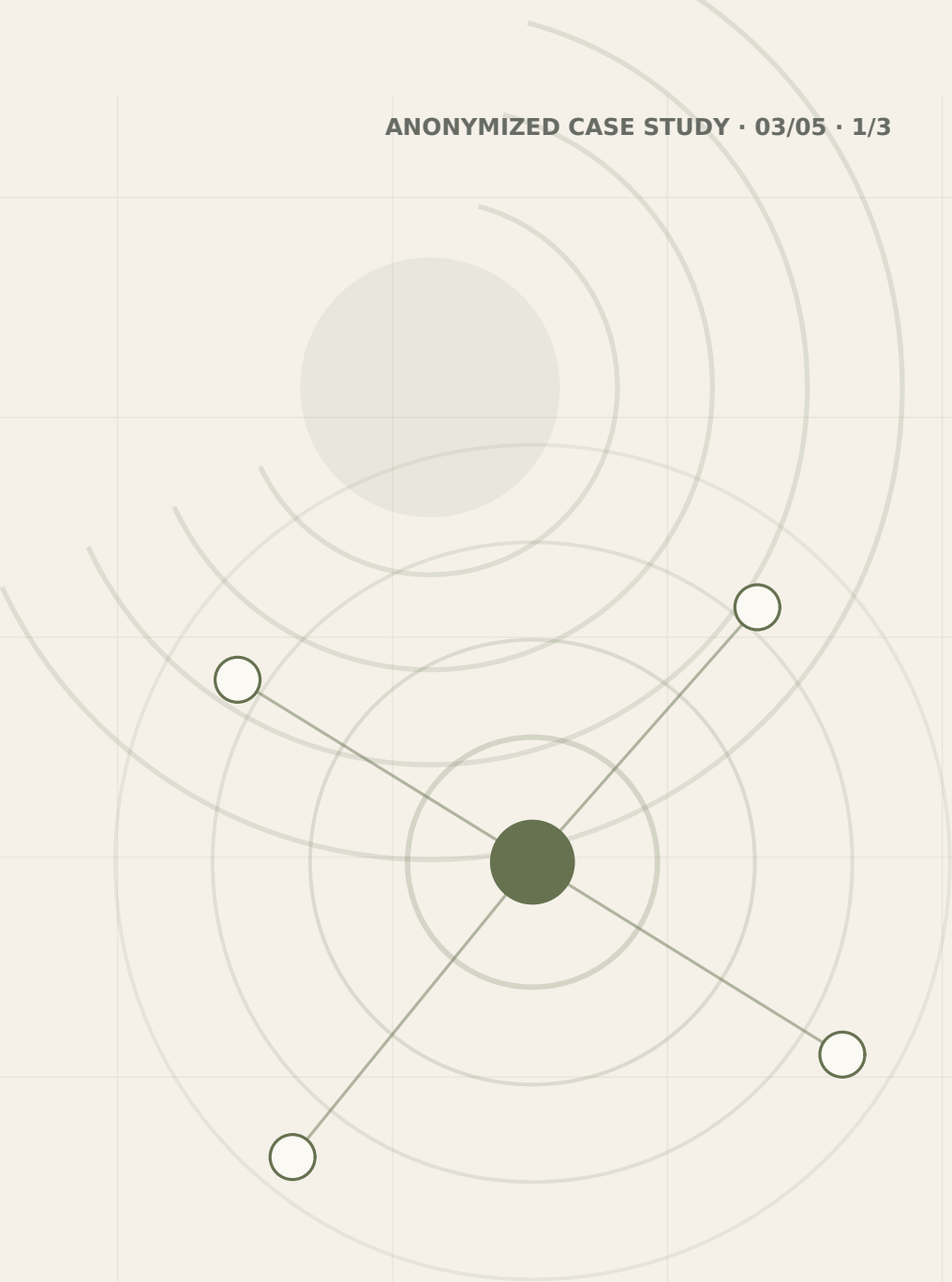


Market & Customer Insight System for a Global DTC Brand

Anonymous client · Global DTC consumer brand

ROLE Brand Manager · Market research & customer-insight lead



3

INSIGHT SOURCES

MONTHLY

RESEARCH REVIEW

2024

CUSTOMER-CENTRICITY
INITIATIVE

FORMALIZED

RESEARCH-REPORT PRACTICE

From ambiguity to an executable system

THE CHALLENGE

External research, competitor intelligence, and customer feedback existed as separate activities. The missing layer was an operating rhythm that could synthesize evidence, identify implications, assign owners, and turn reports into actual decisions.

DESIGN PRINCIPLE

Every insight ends in a decision, an owner, and a next step.

01 Frame the questions

Managed an external research engagement around the decisions the brand actually needed to make.

02 Build recurring signals

Established monthly competitor and global-market reviews plus a recurring customer-interview program.

03 Synthesize, don't archive

Converted evidence into insight summaries, implications, priority actions, owners, and due dates.

04 Institutionalize the loop

Helped formalize a company-wide research-reporting practice and a repeatable review cadence.

SELECTED DELIVERABLES

Research brief

Competitor tracker

Interview guide

Insight synthesis

Action register

Reporting framework

Outcomes, proof, and reusable method

The result was a closed-loop insight system: evidence moved from collection to synthesis, decision, ownership, and review instead of stopping at a presentation.

3→1

INTEGRATED INSIGHT LOOP

External research, market monitoring, and customer interviews fed one decision process.

MONTHLY

CUSTOMER VOICE

The interview program became a recurring source of qualitative evidence.

2024

CUSTOMER-CENTRICITY INITIATIVE

The interview program was selected as a customer-centricity initiative and helped inform company-wide research-reporting practice.

WHAT THIS PROVES

- Designs research around decisions, not information volume.
- Combines market, competitor, and customer evidence.
- Creates the governance needed for insight to change action.

REUSABLE TOOLKIT

Question tree

Interview guide

Competitor matrix

Insight template

Action register

Review ritual