Objective

Inspire the brand team to think differently and illuminate principals the brand can use to educate and engage with its consumer, empowering her with the information she needs to select the right products for her in a crowded & confusing category.
Process

LPK Brand team and LPK Trends pinpointed nine brands which bring game-changing education to the consumer, enabling her to find the right product.

LPK Trend performed a detailed analysis to understand what specific activities were being done to engage and educate the consumer along her path to purchase.

Finally, category barriers being addressed, principles for engagement, and overall implications were created, inspired by each brand.