

Fast Food Case Study – Created unified global strategy to drive consistent brand message and overall growth for a global QSR

Situation	Actions	Impact
<ul style="list-style-type: none"> ▪ Client experiencing share decline in a growing and increasingly competitive market ▪ Organization facing challenges aligning globally on growth priorities – each geography pushing individual agenda, weakening global brand message and diluting opportunities for growth ▪ Blurred understanding of true competitive set and what actions were necessary to successfully steal share for sustainable long term growth ▪ Unfocused innovation pipeline chasing opportunities that were not clearly addressing consumer drivers to obtain incremental growth 	<ul style="list-style-type: none"> ▪ Developed consumer-backed view of the Informal Eating Out (IEO) industry at individual country level as well as rolled up global view <ul style="list-style-type: none"> – Defined stronghold and stretch consumer segments and need states – Assessed appropriate consumer consideration set for different Eating Out occasions (including time of day, party size, etc.) – Outlined differences in consumer preference by market, including brand's ability to stretch ▪ Performed qualitative and quantitative analysis of ability to capture share within market <ul style="list-style-type: none"> – Assessed consumer drivers by market type to ensure that resources are aligned with growth goals and market maturity – Highlighted white space and details of what to address in order to capture market share 	<ul style="list-style-type: none"> ▪ Global alignment on strategic priorities to achieve growth goals ▪ Adoption of aggressive but achievable growth targets by market with detailed plans on how to achieve growth target both near term and long term ▪ Reallocation of resources to focus on winning big in few strategic priorities to maximize growth