

Household appliances manufacturer in Asia – we supported a bathtub product launch using the firm’s product concept testing approach

Situation

- **Global household appliances manufacturer** originating in Asia
- **McKinsey was asked to support the organization to shift towards a end-consumer oriented company** given its historical focus towards B2B channel and customers

What we did

- **Conducted a product concept testing survey** testing different bathtub prototypes
- **Separately conducted a 2 day customer insights training session** to introduce various B2C marketing approaches and jointly think about how they can introduce the methodologies to their day to day business decisions

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Impact

- **Concept testing results clearly demonstrated that certain value propositions are preferred by end-consumers** relative to others and helped share top management decisions with a fact base
- Training session helped business units to shift its mindset that **consumer insights are critical to transform their performance**