

Case Study:

Developing Consumer Insights



BACKGROUND

Bijoux Ternier is a specialty boutique specializing in women's and men's fashion accessories at the \$10 U.S. or €12 price point
Operates more than 550 boutiques in travel destinations including hotel and casino resorts, cruise ships, airports, and train stations in over 60 countries on 6 continents

CHALLENGES

- Bijoux Ternier needed to gain a better understanding of their customers, including:
- Who are they? What are their attitudes toward shopping and accessories?
 - Where do they shop? Which type of Bijoux Ternier store? Who else are they shopping?
 - How often do they shop?
 - How do they shop?
 - What are they buying and why are they buying it?
 - Are they buying for themselves or for others?

APPROACH

Defined and profiled Bijoux Ternier's customer segments including: demographics, geographics, uses, shopping occasions & behaviors, preferences & attitudes, reaction to different pricing strategies, prioritization of concepts and attributes, and other general consumer attributes
Defined consumer brand perceptions for Bijoux Ternier and its competitors
Synthesized findings & implications for U.S. market expansion strategy

RESULT

- Client gained detailed understand of areas critical to driving expansion strategy, including:
 - Bijoux Ternier's five primary consumer segments and which ones should be their primary and secondary targets
 - Key drivers of shopping behavior for each segment
 - Differences between domestic and international shoppers
 - Differences in shopping behavior between airports, casinos, and outlets

