Digital Route to Market (RTM) Strategy for FMCG Categories in the Arab World

BACKGROUND

The changing landscape in the Arab world coupled with the fact that consumers are becoming tech-savvy and perpetually connected has impressed on FMCG companies in the region the need to be in touch with the online community. Furthermore, competitors' increasing engagement in the online environment has the potential of affecting the long-term market share of FMCG categories.

EXECUTIVE SUMMARY

Client Challenges

Integrate within a FMCG company a Route to Market (RTM) strategy within the overall marketing strategy, by country, in the Arab region.

Our Solution

Develop, per country, a connected consumer path to purchase that highlights key touchpoints on which to focus.

Our Intervention's Impact

A full integration of online and offline Route To Market that enabled the company to use an omni-channel approach in the Arab region.

By using data touchpoints, the company can trace online and offline brand engagements to identify which stage consumers have reached on their path to purchase.

IN FOCUS

Key Client Challenge

An FMCG company needed to search for alternative growth patterns as well as devise innovative Integrated Marketing Communication (IMC) campaigns focused on known key touchpoints of the category "consumer & shopper."

Our Solution

Through in-depth consumer research across several key Arab countries, we developed for the client a full understanding of the connected consumer journey and online shoppers' behavior. Accordingly, and based upon online shoppers' insights, a per-country digital path to purchase (DPTP) mapping was devised. Such DPTP maximized the client's brand experience and optimized the online shopper's purchase process, ultimately driving the client's sales and long-term market shares. The overall solution was designed based on the following build process:

- Connected Consumer Journey: Length and steps of the online journey, size and importance of each touchpoint
- Shopper Profiling: Current consideration sets, contents searched, key buying factors, key contents to affect brand consideration and influential touchpoints
- Content & Promotional Optimization: Navigation path between touchpoints and their reach and importance by country.

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