



CASE STUDY

How Travelpro Leveraged buzzback to Explore and Extend Its Brand

THE CHALLENGE

Travelpro sought to clarify its identity and discover new growth opportunities. Known for durability and quality, the brand sought to increase distinctiveness and emotional resonance in a competitive landscape filled with functional parity. The team wanted to explore how to better position the brand and identify white space opportunities for future innovation.

OUR APPROACH

Beginning with a foundational Blended Research™ program, we integrated quantitative metrics and qualitative diagnostics to uncover current perceptions, unmet needs, and opportunities for brand extendibility. Building on these insights, BuzzBack is now collaborating with the team on a three-phase study dedicated to brand extendibility. This ongoing initiative includes Qualitative Consumer Immersions, Stakeholder Workshops, and Quantitative Prioritization to guide future innovation and commercialization efforts.

KEY INSIGHTS

Using interactive tools like eCollage, Swipe, and SceneBuilder™, we captured:

- Functional and emotional drivers across top luggage brands
- Category table stakes and unmet needs
- Brand user and non-user perceptions
- Emotional territory
- Extendibility areas via both unaided responses and aided product testing

IMPACT & OUTCOME

01

IMPACT

The research provided immediate inputs for communication planning and innovation pipelines. It revealed strong existing equities that could be leveraged in messaging and outlined product and design features with high appeal that the brand could build into future offerings.

02

OUTCOME

Through our exploratory research and ongoing collaboration, the team is now equipped with both strategic clarity and tactical inspiration. The work to date has uncovered not just what consumers expect from luggage, but what they emotionally hope for from a trusted travel partner.



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