



# CASE STUDY

How Nut Pods Leveraged buzzback to Drive Growth with Needs-Based Segmentation and Product Optimization

## THE CHALLENGE

A leading brand in the non-dairy, plant-based creamer category was preparing to scale its presence and product offerings. With ambitions to expand into new consumer segments, the brand partnered with Buzzback to clarify who its most valuable customers were and how to meet their needs through product and communication strategies.

## OUR APPROACH

Buzzback launched a multiphase research program to inform the brand's innovation and go-to-market strategy. The first phase focused on a needs-based segmentation study using Buzzback's Blended Research™ methodology. This hybrid approach integrated quantitative data and qualitative insights to deliver a rich understanding of category users. Following this foundational segmentation, Buzzback executed a second phase: in-market product testing across key U.S. markets to validate new product formulations with target segment consumers and uncover sensory and performance feedback to guide product refinement.

## KEY INSIGHTS

The segmentation identified three high-potential consumer segments with distinct expectations for flavor, ingredients, and usage occasions. These insights shaped the development of new product prototypes.

During the product labs, consumers evaluated the prototypes in blind comparison against leading brands. One prototype emerged as the preferred option.

## IMPACT & OUTCOME

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### IMPACT

The multiphase research approach enabled the client to move from foundational understanding to tactical product decisions. Segmentation insights guided innovation priorities and messaging direction, while the CLT validated one prototype as competitive with leading brands.

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### OUTCOME

By combining needs-based segmentation with in-market product testing, Buzzback helped the client identify its highest-potential consumer targets and ensure their new offering resonated. This integrated, multi-stage research accelerated the path from insight to execution, equipping the brand to expand with clarity and precision.



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