



The Silk Initiative: Advising the Advisors



the *silk* initiative

Analytic Support for a Leading Consultancy in China

The Silk Initiative is an insights-driven brand consultancy giving food and beverage brands the strategic direction they need to understand and prosper throughout the Asian century.

SUMMARY

EMS is a valued partner of choice for The Silk Initiative. They provide advanced analytic solutions to push the marketing mix development process forward for TSI's international end-clients in Asia.

Sample studies

- Volume estimation for new market entry
- Identify segment and whitespace in drinkable yogurt market
- Segmented market based on channels used



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"Custom Issues Require
Custom Solutions"

HOW EMS HELPED

EMS provides a combination of replicable, scalable tools, with in-depth knowledge and first-hand experience to ensure the application of the relevant tools are easily utilized across the TSI team.

RESULTS

EMS has helped TSI's clients to understand category dynamics in order to explore white space, segment complex Asian markets to dig out a more focused target consumer, uncover detailed purchase making journeys (trees) leading to optimized marketing mix shelf strategy, and volumetric forecast to evaluate and justify launches of new products in new regions.

" As a result of EMS' work, The Silk Initiative has been able to produce higher quality, and data led brand propositions, product designs and consumer strategies, solving client queries on target, linguistics, distribution, flavors, claims and more."

-- Joel Bacall, Associate Director, The Silk Initiative



Effective Solutions, Grounded Results



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