



CPG Playbook.

Know what shoppers want.
Win on the shelf.

Insight Playbooks by Voxpopme.





How to Use this Playbook.



This isn't a linear deck. It's a set of decision plays.



Start with the problem you're trying to solve.



Run one play fast, then layer another if needed.



Use consumer proof to align teams and move forward.

The goal isn't more research – it's clearer decisions.



Explore the Categories.



Own the Shelf

Win attention and choice at the moment of purchase.



Bring the Brand to Life

Understand meaning, usage, and relevance beyond the shelf.



Protect the Brand

Defend loyalty, reduce churn, and prevent share loss.



Pick a Play.

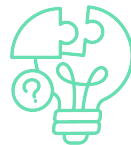
Each card represents a common decision CPG teams face.

You don't need the "perfect" brief — just a real question.



Live Decisions

Start with the decision you need to make.



Current Problems

Start with the problem you're trying to fix.



Start Experimenting

Start with the card that feels most familiar (or uncomfortable).



Combine Plays.

Most high-stakes decisions benefit from more than one lens.

Sales for core SKUs are stagnating.

→ Standout on the Shelf + Claims That Convert

Price feels right, but sales say otherwise.

→ Price with Confidence + Find the Friction

Share is slipping in competitive categories.

→ Beat Brand Betrayals + Segments with Soul

Innovation isn't scaling as expected.

→ Real-World Usage + Brand Unfiltered



Own the Shelf



Own the Shelf



Claims that Convert.

How do specific words, phrases, or promises land with consumers — and shape choice at shelf?

Run this play when your message isn't winning where it matters most (or you need to choose between competing messages).

How it helps



Choose between multiple claim options



Understand how a claim is interpreted



Identify unintended meanings or skepticism



Optimise claims before locking packaging, ads, or messaging

Research method: **Claims Testing**

Setup – Test your packaging claims via IHUT or at-shelf. Use this same set-up with your direct competitor to see where you win – or lose.

Questions to ask

- 01 **First Read & Gut Reaction:** When you see this claim, what is your immediate reaction?
- 02 **Interpretation & Meaning:** In your own words, what does this claim mean?
- 03 **Credibility & Trust:** How believable is this claim?
- 04 **Relevance:** How important is this claim when choosing to purchase?
- 05 **Differentiation:** Does this claim seem different from what other brands say, or is it pretty standard?
- 06 **Emotional Impact:** How does this claim make you feel about using this product?
- 07 **Missing Information:** What would you still need to know in order to purchase this product?

Analysis – Probe on areas where there seems to be distrust – and why. If everything is important nothing is important, so consider a drivers analysis.

What Next? – A/B website test or conjoint analysis to find the best combination of claims.

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Own the
Shelf



Price with Confidence.

Understand price meanings, thresholds, and trade-offs — not just what shoppers pay, but what they expect.

Run this play when you want to gut-check price direction, explore elasticity, and understand what consumers compare your price against in their heads.

How it helps



What does this price signal?



What makes a price feel 'worth it'?



What is the reference price set – or product?

Research method: **Pricing Test**

Setup – Test your pricing framework with 30–50 consumers in an interview format. Use IDIs or AI Moderators for deeper dives.

Questions to ask

- 01 **First Notice:** What do you see first when you look at this shelf?
- 02 **Price Meaning:** What expectations does this price set for quality or performance?
- 03 **Value Assessment:** What would you expect from this product at this price?
- 04 **Comparison:** What other products feel like fair comparisons to this product?
- 05 **Tipping Points:** At what price would you start to doubt the quality of this product?
- 06 **Trade-offs:** If this were priced higher, what would you need to feel that price was justified?
- 07 **Confidence:** How confident would you feel buying this product at this price today?

Analysis – Look for moral language, such as (fair, greedy, etc.) and probe on how price interacts with trust.

What Next? – Consider a Pricing Ladder or Van Westendorp.

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Own the Shelf



Standout on the Shelf.

Understand how shoppers notice, interpret, and choose products at shelf.

Run this play when your pack, claim, promo, or price isn't winning in-store — and you need to see what's blocking choice.

How it helps



See what shoppers notice first — and what they miss



Understand why your product is passed over



Identify the biggest blocker to choice (visibility, clarity, or value)



Focus on the fastest fix that will move the needle

Research method: **Shelf Test**

Setup – Test 2–4 shelf scenarios with 15–30 target shoppers. Keep visuals simple and comparable — you're testing choice, not final design. Use shelf images or quick mockups.

Questions to ask

- 01 **First Notice:** What do you see first when you look at this shelf?
- 02 **Understanding:** What do you think this product is — and who is it for?
- 03 **Standout:** What, if anything, makes this product stand out?
- 04 **Value Signal:** What does the price or promotion tell you about this product?
- 05 **Choice:** Which product would you choose — and why?
- 06 **Blockers:** What would stop you from picking this up?
- 07 **Fix:** What's the one change that would make this an easy choice?

Analysis – Look for repeated patterns in attention, confusion, and rejection. Identify the single biggest blocker to choice.

What Next? – Refine pack, claims, or pricing. Follow up with Claims That Convert or Price With Confidence to optimize the fix.

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Bring the Brand to Life



Brand Unfiltered.

Understand how your brand is currently perceived
— both functionally and emotionally.

Run this play when you need to assess brand strengths and weaknesses, diagnose shifts in market share, or inform re-positioning decisions.

How it helps



How is your brand perceived functionally and emotionally – especially in comparison to competitors?



Separate familiarity from favorability



Understand unspoken associations

Research method: **Brand Perceptions**

Setup – Use this in conjunction with your brand tracker to probe on brand feelings that don't fit into a comment box. Ideal for 30–50 consumers/15–20 per consumer segment.

Questions to ask

- 01 **Top-of-Mind Associations:** What are 3 words to describe this brand?
- 02 **Emotional Response:** How does this brand make you feel – why?
- 03 **Relevance:** Is this a brand for people like you – why or why not?
- 04 **Personality & Humanization:** If this brand were an animal, what would it be?
- 05 **Functional Expectations:** What is this brand best known for?
- 06 **Role:** When does this brand make sense for you – and when does it not?
- 07 **Growth & Stretch:** Does this brand feel authentic to you? Why or why not?

Analysis – Focus on what consumers say and don't say, particularly descriptive language.

What Next? – Homework (e.g. brand collage), combine with Brand Tracker results and refine attribute batteries.

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Real-World Usage.

Spend time in your consumer's natural environment to understand how your brand fits into everyday routines.

Run this play when you want to see how your brand is used in real life, explore adaptations your consumers make, and discover new product extensions.

How it helps



Empathy programs that bring consumers into the boardroom



Shows gaps between stated and actual behavior



Explore new or evolving customer needs

Research method: Show & Tell

Setup – In-home or In-context observation. Generally with 6–10 consumers. Perfect for video interviews that take the bias out of observations.

Questions to ask

- 01 **First Context & Routine:** Where does brand/product usually show up in your day?
- 02 **Show Don't Tell:** Where do you store/keep product?
- 03 **Decision Making:** What do you reach for first, and why?
- 04 **Pain Points:** What is the most frustrating part of this?
- 05 **Workarounds:** What shortcuts do you use to make this easier?
- 06 **Brand Role & Fit:** Why does this brand earn a place in your life?

Analysis – Probe on any variations in usage, such as modifying or adapting the product. The goal here is to focus on the actions, not what is said, and to look for areas where words do not match actions.

What Next? – IHUT or New Product Innovation.

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Segments with Soul.

If segmentation gives you the map to your consumers, qualitative segmentation tells you what it's like to live there

Run this play when you need to understand how your segmentation personas show up in real life – what language they use, why differences matter, and how to reach them.

How it helps



Uncover the meaning behind the segments



Explore Emotional drivers



Find Internal contradictions



Discover Decision shortcuts

Research method: **Segmentation Study**

Setup – Run 10–12 IDIs or AI-moderated interviews per segment of interest.

Questions to ask

- 01 **Identity and Self:** How would you describe yourself when it comes to brand/product?
- 02 **Motivations & Drivers:** What are you trying to achieve with this product?
- 03 **Language:** How would you explain this to a friend?
- 04 **Context & Triggers:** Are there moments or occasions when you choose a different product? Why?
- 05 **Trade-offs & Tensions:** What feels hardest when making a decision?
- 06 **Category Role:** What role does this product play in your life?
- 07 **Evolution:** What did you previously use for this role? What changed?

Analysis – Look for overlap in segments, nuances that can change a segment definition, and how to frame your product or service to talk to different segments.

What Next? – Bring 'A Day in the Life of' to the boardroom. Create vignettes, rooms, or videos for each segment

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Protect the Brand



Protect the
Brand



Find the Friction.

Churn can start with hearing 'it's fine' too many times.

Run this play when retention is slowly declining, CSAT/NPS is stable but growth is stalled – or you see increases in 6/7 – or a product is sticky but not loved.

How it helps



Which friction feels 'worth it' versus not?



Where small irritations are building up



When consumers reach a tipping point

Research method: **Friction Deep Dive**

Setup – Run 10–12 IDIs or AI moderated interviews with consumers who have a recent experience with the product

Questions to ask

- 01 **Recent Usage:** What were you trying to accomplish the last time you used the product?
- 02 **Ease:** What parts of that experience felt easy?
- 03 **Effort:** What parts were harder than you expected or harder than you feel they should have been?
- 04 **Annoyance:** What part of the experience did you roll your eyes at?
- 05 **Workarounds & Hacks:** Have you found any tricks or shortcuts to make this easier?
- 06 **Trade-offs & Justification:** What would have to change for this to feel not worth it?
- 07 **Vulnerability:** What would make you seriously consider switching or stopping?

Analysis – Focus on high-impact/low-effort fixes and probe on retention risk indicators.

What Next? – Inform CSAT/NPS pain point batteries. Improve CSM scripts. Follow up with customer journey study.

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Beat Brand Betrayals.

Some brands are growing...just not yours.

Run this play when loyalty is soft or fragmented, share is slipping, or you need to understand why shoppers switch.

How it helps

-  **Understand switching triggers**
-  **Examine decision moments**
-  **Determine language consumers use to justify switching**

Research method: **Brand Switch Study**

Setup – Recruit a mix of recent switchers (3–6 months), partial switchers (purchase multiple brands in category), and former loyalists. Look for 15–20 per category for video interviews.

Questions to ask

- 01 Category Role:** How do you usually choose a brand in this category?
- 02 Trigger Moment:** When did you first think about trying a different brand – what was happening at that moment?
- 03 Push Factors:** What stopped working for you with your previous brand?
- 04 Pull Factors:** What caught your attention with the new brand?
- 05 Trade-offs:** What did you compare before deciding?
- 06 Barriers:** What would have made you switch brands sooner?
- 07 Reflection:** Was switching worth it?

Analysis – Focus on push and pull drivers and consider creating a competitive vulnerability map.

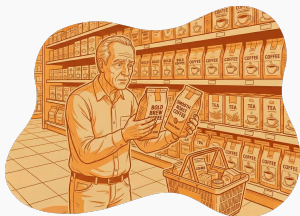
What Next? – Exit studies, Barriers & Pain Points study.

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Protect the
Brand



Build Love & Loyalty.

Does your brand feel safe but not loved?

Run this play when your loyal base exists but isn't expanding, new users are churning at a high rate, or advocacy is weak.

How it helps



Understand the emotional attachment to the brand



What job or role is this performing in the consumer's life?



What do loyalists forgive – and what won't they?

Research method: **Brand Loyalty Test**

Setup – Run AI moderated or video interviews with a mix of loyalists and churned users (10–12 for each group).

Questions to ask

- 01 **Brand Origin:** Why did you start using this product?
- 02 **Emotional Role:** How does this brand make you feel?
- 03 **Brand Connection:** What does being a user of this product say about you?
- 04 **Habit & Choice:** What alternative products have you considered?
- 05 **Trade-offs & Justification:** What would make it not feel worth it anymore?
- 06 **Vulnerability:** Where have you been tempted by another brand?
- 07 **Permission:** Where could this brand grow and change without losing you?

Analysis – Look for what defines emotional vs pragmatic loyalists.

What Next? – Quantitative study on loyalty and risk factors. Develop retention risk parameters..

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About the Authors.

Built by practitioners, not theorists.

Voxpopme delivers the intelligence that drives strategic decisions for leading CPG, technology, consumer electronics, restaurant, and food & beverage companies.

These playbooks are shaped by decades of applied research experience—designed, tested, and refined through real-world decisions where the cost of getting it wrong is high.

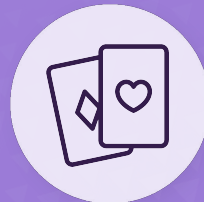
They reflect how insight teams actually work under pressure: aligning stakeholders, reducing uncertainty, and turning customer signals into confident action.

Learn more at www.voxpopme.com

Why Playbooks Work



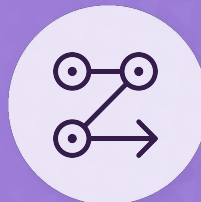
Backed by 20+ years
of experience



Plays tied to your
desired outcomes



Proven with Fortune
500 Leaders



Easy steps with
clear actions



Built for high-stakes
decisions

Ready to influence critical decisions?

Book a Playbook Workshop to explore how to use customer truth to propel strategic direction with this playbook.



Book a Workshop



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