



SEGMENTATION IN THE ONLINE WEDDING SPACE

THE RIDDLE

Our client, an emerging player in the online wedding space, was seeking to completely differentiate their offer from the larger, entrenched competition via a blue ocean strategy (everything was on the table). Their goal was to scale-up exponentially and disrupt a market already full of powerful existing players by finding unmet consumer needs and a differentiated approach.

THE WORK

- Competitor analysis and brand differentiation research.
- Qualitative research to deep-dive into the current customer's and potential customer's perceptions and expectations about online wedding planning, as well as to map the wedding planning journey from start to finish to understand the key entry points for anyone looking to provide unique services and value in this space.
- Quantitative research to segment the wedding planning market by unique attitudinal and behavioral variables.
- A company-wide branding workshop to connect learnings to the development of the brand identity, pillars, and tone of voice.
- A company-wide creative 'meet your segments' workshop.
 - We hired and prepped actors representing the "ideal couple" of each target segment. The actors then spent time with the client team in an open Q&A to provide an opportunity to understand the target couple segments on a deeper level than the statistical analysis.

THE SOLUTION

Our client used the wealth of insights uncovered to pivot their entire business strategy and product. The new approach created differentiation in the market versus the large players. Subsequently the company was able to raise another round of investment funding.