

CASE STUDY



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truescope
a data.et partner company

OBJECTIVES

- Monitoring the sentiment and share of voice (SOV) of a brand and its products.
- Analyzing competitors' marketing communication strategy to stay ahead of the competition.

OUTCOMES

- Effectively capturing more than 100K+ monthly conversations across all categories, including owned brands and competitors.
- Tracking 34 brands and analyzing across various product categories (i) Low-Cost Products; (ii) Baby Formula; (iii) Ready to Drink; (iv) Child and Family Products, amongst others.
- Tracking and analyzing trends in the consumer space.
- Optimizing campaign strategies based on real-time actionable insights.

Industries

Manufacturing

Company size

1,001-5,000 employees

Key Features

PT Frisian Flag Indonesia (FFI) is a dairy based nutrition company that produces and distributes Frisian Flag, also known locally as Susu Bendera. Frisian Flag Indonesia has been providing nutrition for Indonesian families since 1922.



Frisian Flag
Case Study
2023