



## Case Study: Worthington Industries

Insights Fuel New Product Development and a  
Direct-to-Consumer Marketing Strategy

## Project Objectives

Worthington Industries is the market leader in 20 pound propane cylinders commonly used to fuel gas grills, fire pits and outdoor heating lamps. They partnered with Insights In Marketing to plan a new product development strategy and to introduce marketing communications directly targeting consumers.



## The Challenge

### Define Product Uses

by understanding consumer attitudes, needs and uses for 20 pound propane cylinders

### Identify Consumers

by defining market segment, customer profiles and shopping behavior of people who use propane cylinders

### Understand Category Drivers

to attract new consumers and drive product sales based on consumer needs, attitudes and uses for propane

## Our Customized Approach

### Qualitative Research:

Using in-home video we learned how consumers use propane cylinders, and consumer focus groups defined the questions for an online survey.

### Quantitative Research:

An online survey of North American consumers across the U.S. and Canada defined category drivers based upon consumers needs, usage and attitudes about propane cylinders.

**By listening to the voice of consumers, our client gained actionable marketing insights:**

**Segmentation research** identified a new target market in the durable goods category, and consumer profiles were created to optimize marketing and growth strategies.

**Attitude and usage study (A&U)** evaluated what the brand means to consumers, usage drivers and identified an opportunity for branding and messaging to emphasize fun experiences outdoorsy people enjoy while using propane -- beyond grilling.



## Key Insights

### 🕒 Brand Identity

There is a clear opportunity to create a brand that is meaningful and relevant to consumers

### 🕒 Product Uses

Understanding consumer needs, habits and uses for propane is a springboard for innovation and new product development

### 🕒 Target Segment

Go-to-market strategies, branding and communications resonate with more people when they echo the voice of the right consumers

### 🕒 Category Drivers

Learnings informed a direct-to-consumer strategy in the durable consumer goods category to complement the clients' existing business-to-business strategy in the commercial propane category



**"Blending attitude and usage studies with segmentation strategies cranks up the volume of the consumer voice, creating a springboard for new product development and customer-centric marketing."**

### Caroline Roe

Director of Quantitative Research  
Insights in Marketing

Ready to connect with consumers in a more meaningful way?

Contact us!

[www.insightsinmarketing.com](http://www.insightsinmarketing.com)

[info@iimchicago.com](mailto:info@iimchicago.com)

+1 847 853 0500



insights in marketing

Connecting people to brands.