

# Edgewell uses Focaldata AI to generate creative insights for launch of new skincare brand

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## Challenge

Edgewell, a global personal care company with over 25 leading brands in shave, grooming, sun, skin, and feminine care, sought insights to guide product benefit choices for packaging and to brief their creative agency on Above The Line (ATL) communications for the launch of their new skincare brand. A key challenge for insights teams at companies like Edgewell is balancing time and budget to ensure research delivers maximum strategic value for the business and stakeholders.

Research vendors often promise speed and efficiency, but don't always deliver. As David Took, Head of Insights & Innovation for Edgewell's APAC region, explains:

*“Many agencies promise a quick turnaround, but it usually only means fast data or a simple dashboard. Getting to real outcomes and actionable insights takes much longer.”*

## Solution: Focaldata's AI qual engine

Focaldata AI's end-to-end platform enabled Edgewell to create a high-quality research brief and define a discussion guide in under 15 minutes. Within just 24 hours, they conducted AI-moderated, segment-specific interviews at scale, gathering qualitative insights that deepened their understanding of the language that will engage consumers with their product benefits.



*With Focaldata, we identified the necessary actions in just 24 hours using their AskAI feature. It allowed me to analyse all 50 qualitative depth interviews in real-time through an intuitive chat-based interface. As a result, we took immediate action on the product launch—updating the product name and prioritising communication messaging—all within 24 hours of initiating the study. ”*

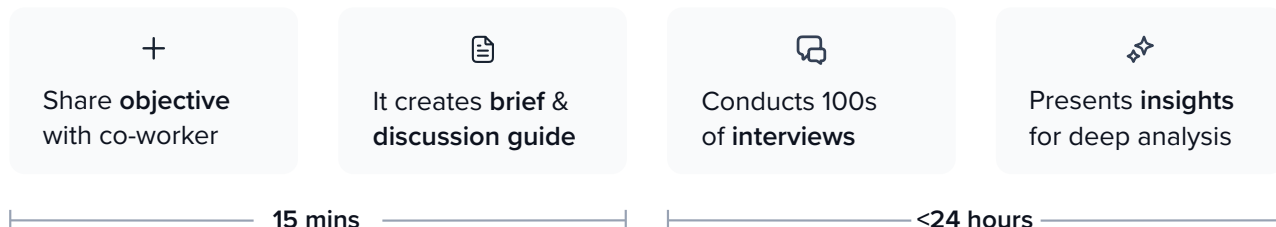
**David Took**

Head of Insights and Innovation: APAC



At Focaldata, we believe AI should empower teams to execute projects that deliver on the promise of speed, efficiency, and actionable insights. Our co-worker harnesses artificial intelligence to automate key research tasks—from creating briefs and discussion guides to building audiences, moderating interviews, and analysing data.

### End-to-end research with Focaldata AI



Teams at Edgewell continue to use Focaldata AI to gain near-instant access to consumer opinions to conduct early-stage trend discovery, guide product development, and test creative – all while maximising their budget through real-time cost estimates and live audience feasibility.



*This is incredible—I'm amazed by how quickly it's accelerated ideation. It's so fast and agile. We've made significant progress in such a short time. What would usually take 2-3 months of discussions, I now have clarity on in less than a week.*

**Senior Brand Manager**  
Edgewell

