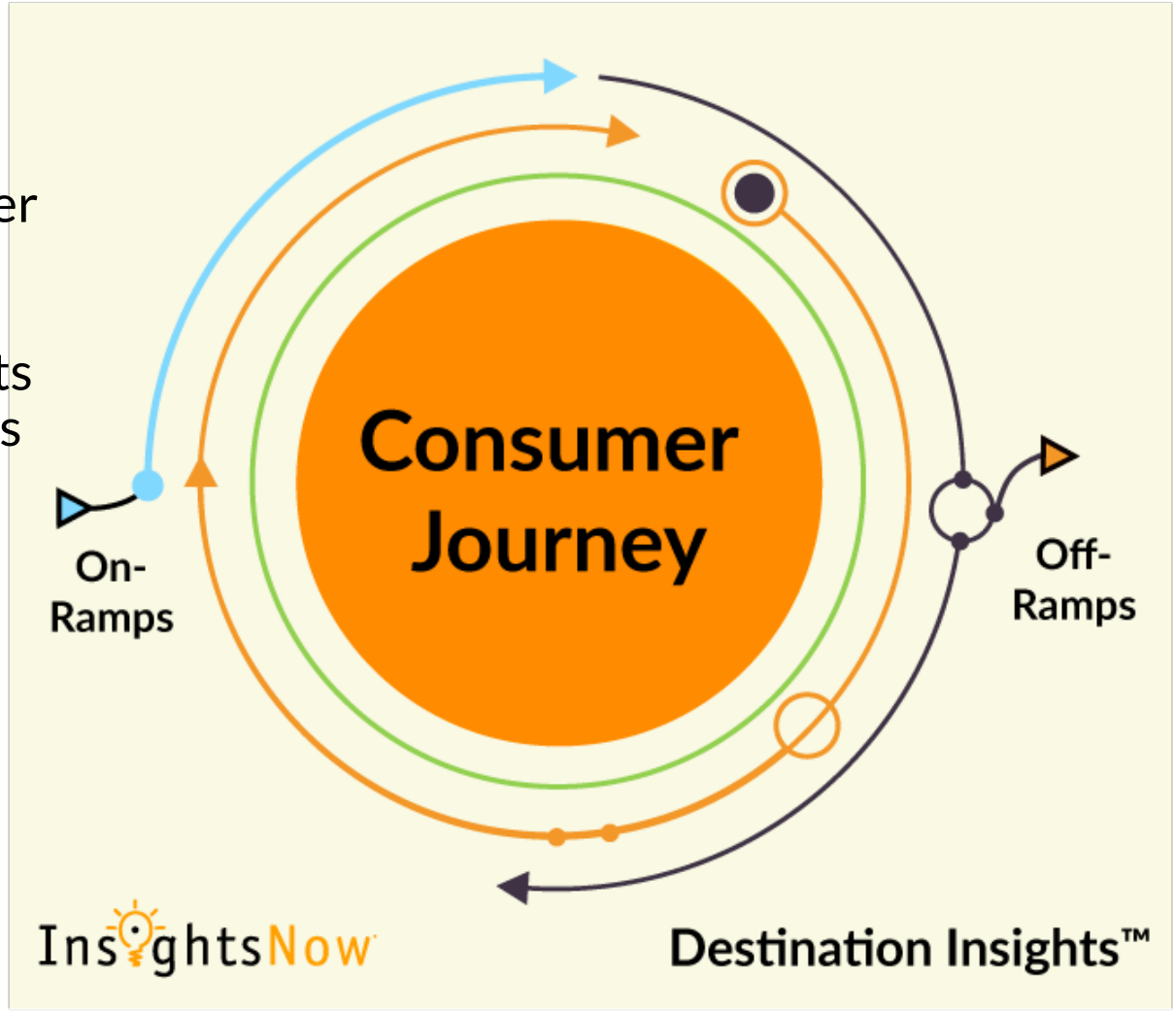
# Destinations Insights™

Why Changes in Consumer Behavior?

How to discover 'Moments of Opportunity' for brands




Understanding moments of use, experiences & attitudes help us understand on-ramps/off-ramps for categories and brands which provides insight on how to capitalize on opportunities.

For Example …

# The appetizer journey … in its entirety

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# Possible On-Ramps

- Your favorite team makes the playoffs
- Your kids start school
- You buy a new house in a new neighborhood
- You get a job and have discretionary income

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# Off-Ramps

- Having to change your shirt because an appetizer dripped on your blouse
- Throwing away a tray of untouched and now old and unappealing appetizers
- Having your best friend move away … there's nobody to fill that key role in your party life