

Research Failed Here

When a \$2.3 Billion Product Launch
Became a \$847 Million Write-Off



GlobalTech Ventures

- Fortune 500 consumer electronics company
- Launching smart home device in 12 Asian markets
- \$2.3 billion investment
- 18-month development timeline
- Target: 5 million units in Year 1



What They Did Wrong

Key Mistakes

- Conducted online surveys only (7% response rate)
- Used Western participant panels for Asian markets
- Ignored cultural consultants' warnings
- No in-home product testing
- Assumed one-size-fits-all messaging

340

actual target customers
surveyed across 12
countries

Red Flags Missed

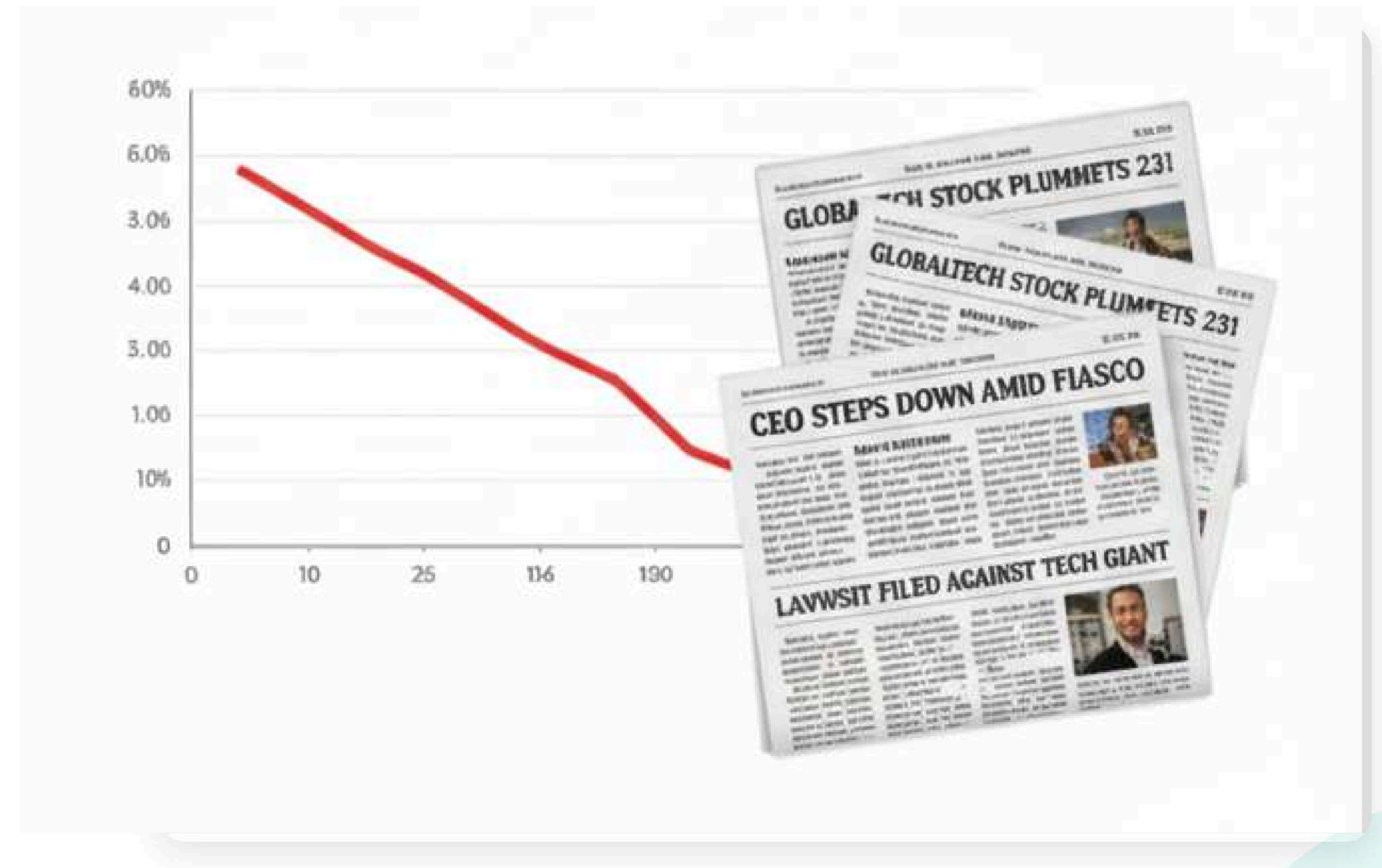
- 🚩 Focus group participants confused by product purpose
- 🚩 Translation errors flagged in 4 languages
- 🚩 Privacy concerns mentioned 63 times in feedback
- 🚩 72% said "too complicated" in pre-launch surveys
- 🚩 Competitor launched similar product that flopped 6 months prior

The Consequences

Launch Results (First 6 Months):

- 380,000 units sold (vs. 2.5M projected)
- 41% return rate
- \$847M inventory write-off
- Stock dropped 23%
- CEO resigned
- Class action lawsuit filed

"We didn't understand our customers. We assumed."
– **Former CMO**



What Proper Research Would Have Revealed

Cultural Insights Missed:

- Privacy laws in 8 markets banned their data collection model
- Product design violated feng shui principles (serious issue in 3 markets)
- Voice assistant didn't understand regional dialects
- Installation required electrician (uncommon in target markets)
- Price point 3x higher than local alternatives



6M

authentic participants would
have caught this in week 1

How Blanc Research Prevents This

- ✓ **6M vetted participants** across 25 countries
- ✓ **Cultural context** embedded in every insight
- ✓ **85% engagement rate** = representative data
- ✓ **In-market experts** who understand local nuances
- ✓ **Real-time feedback** before you invest millions

"We don't just deliver data. We prevent disasters."

Validate before you launch. BlancResearch.com

