

Creating solutions and ideas



Client Name: **Brand New Galaxy**
Industry: **Digital Commerce**

Challenge

As a global end-to-end Digital Commerce agency, Brand New Galaxy (BNG) works for the world's biggest CPG companies from multiple industries, regions, markets, and product categories, which rely on BNG when facing diverse and challenging projects. Therefore, BNG needed a source that would enable it to find specific data quickly. When BNG works with a brief that applies to multiple geographies, it wants to provide them with consistent data and gather it by applying a consistent methodology. This is the gap that was well addressed with Statista.



Solution

One of the most important things for BNG is to have access to a platform that provides a vast range of data across various industries and geographies, collected by applying a consistent methodology. The different Insights products help to dive deep into different topics. Statista's Consumer Insights, for example, is a great tool to dive deeply into a certain area without having to independently conduct costly and lengthy consumer research. Additionally, the publication finder is used for keeping up to date with relevant industry reports and to have one robust source of such materials.



Business impact

Using the Statista platform makes research-related activities research at BNG easier and more efficient. BNG values the availability and efficiency of acquiring data in minutes rather than hours or days, its reliable and consistent data formats, and the coherency of data for different regions. With data and insights provided by Statista, BNG enhances the quality of its own services and its ability to create solutions and ideas for its customers.



“Statista provides us with relevant data right when we need it, which helps us build trust and partnerships with our clients.”

Piotr Tomczuk
Vice President, Growth,
Brand New Galaxy