



# Opportunities and Barriers™

*Identifying competitive vulnerabilities and opportunities to strengthen a brand's position.*

## What does Opportunities and Barriers™ do?

This tool provides a comprehensive study of your brand to better address key strategic business issues: market position, marketplace strengths and barriers, and target customer profiles. It provides a competitive context to help answer these questions for senior and brand managers:

- What is our brand's status in the market, and how does this influence the marketing goal for the brand?
- What are the strengths that the brand can assert today? What others can we seek to leverage?
- What barriers hamper acceptance or signal opportunities?
- What is the target profile of "loyal" users and "true" prospects?

## How is Opportunities and Barriers™ different?

Radius developed this unique tool with features that provide a better focus on key business issues:

- Brand Loyalty Spectrum Analysis gauges brand involvement and establishes priorities for targeting and positioning efforts
- Opportunity Matrix Analysis organizes imagery to actionable decision-making
- Targets profiles of Ongoing Users, Likely Prospects, and those to avoid

## What does it deliver?

This tool gauges your brand's current status, and allows you to capitalize on market opportunities to grow your brand. It assesses which brand characteristics you can leverage to draw consumers to select your brand and which characteristics you must address to be competitive. And it provides a way to focus your marketing efforts on the most meaningful targets: loyal users and likely prospects. »

### Why use this tool?

Opportunities and Barriers™ incorporates advanced design and analytics that provide:

- A quickly-grasped snapshot of current status and an indication of immediate marketing goals
- An approach to imagery that demonstrates the image equities the brand can assert today, the emotional motivators that may be leveraged, and the cost of entry barriers that signal opportunities for new offerings
- A targeting profile of loyal users and true prospects

### When should you conduct an Opportunities and Barriers™ study?

This approach is viable for both new and existing brands when there is a need to gauge status among category consumers, identify major marketing goals and determine whether to build on strengths or address barriers. It can help anticipate new opportunities and target worthwhile customers and prospects.

#### Case study

#### Can consumers shopping habits be altered quickly?

A large-scale organic grocery chain needed to identify and overcome roadblocks to European acceptance of its successful, US-based, large store concept. They enlisted Radius to uncover the Opportunity—the European desire for prepared daily, fresh, wholesome foods—and the Barrier—a propensity to buy frequently in speciality outlets. By targeting the needs of health-minded consumers coupled with convenience, the company properly positioned its brand and is now rapidly gaining share. ●

