

Configure™

Organising your marketplace and identifying new opportunities.



Why Configure™?

- Configure™ provides a consumer perspective on your marketplace and its structure. The structure lays the groundwork for identifying opportunities, guiding the development of new products and optimally positioning existing or new products.
- Configure™ translates these perceptions into actionable recommendations—from the 30,000 foot view down to the item-by-item competitive framework, all focused within a consumer-defined structure that can be easily grasped.

What makes Configure™ different?

- Configure™ is distinctive in that we learn how consumers structure your market, the size of each area of opportunity in your market, and the basis by which consumers differentiate one area from the next.

How does it work?

The major challenge in this type of work tends to be defining the competitive framework—Is it brand-driven, method-driven, item-driven or what? We determine this through an effective, intuitive, and powerful sorting task conducted by respondents.

Descriptive statements are overlaid by respondents to help understand the organisation principles of your market's structure.

The size of the category components, based on current usage and future intent, provides an understanding of their individual relevance to your market.

An assessment of the structure identifies areas of opportunity. Key Drivers of usage coupled with an understanding of your brand's perceived strengths and weaknesses guide the development of positioning strategies for each opportunity area. »

When to use it?

Configure™ is designed specifically to handle large and complex issues—new markets, fast-growing markets, and changing markets—where it is important to gain a clear, sharp focus on what may appear to be an incomprehensible jumble of products or services.

We have used Configure™ to assist companies in focusing their sights on new opportunities, identifying strategic pathways and targeting important new customers. Keep in mind that each situation, including yours, is in its own way unique. We can offer the tools and insights gained from many undertakings in this arena to give you a sharp and actionable perspective on your own opportunities.

What does it deliver?

Configure™ guides product development by showing you which, if any, existing items have a ‘stronghold’ on characteristics highly associated with an opportunity area. It also highlights potential weaknesses that can be addressed by developing and positioning entries to better deliver on critical requirements.

You will know the key drivers that lead to success in your category which will provide you with guidance for leveraging product development and messaging opportunities.

You will have an understanding of the competitive landscape, know what you should deliver and how you should position for competitive advantage.

Finally, we will tie all of the key elements together—descriptors and target segments—to develop a recommendation for a new entry.

Ultimately, you will know what your new entry should deliver, how to communicate its benefits and who you should target.

Configure™ allows you to focus your opportunities, identify strategic pathways, and create a clear vision for attracting your targets.

Case study

How a consumer packaged goods firm identified opportunities to expand their current franchise.

As the market leader in a major category, this FMCG firm recognised the only way to expand usage of its already widely used product was to find new uses that would engage the consumer. The challenge was to identify opportunities to expand usage of a product already entrenched in the marketplace. And, if identified, could we size the potential of the new opportunities? What benefits might this product offer over those already available? How could it be positioned and packaged to stimulate the additional usage? Was there a specific consumer group that represented a viable target for any new opportunities?

Configure™ identified the space in the marketplace where this product could be positioned and, with the right packaging, offer consumers an alternative that has unique benefits over other products. The analysis identified the usage occasions and consumer target groups in which the new entry was likely to be most relevant. The company went forward with development of this offering and launched it within six months of completing the project. ●

