Insights snapshot: Market Landscape

Navigating customer needs and competitive threats for brand growth



radius illumination



High-growth brands meet the changing demands of the marketplace.



They assess the market context and competition

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Proactively address competitive threats that may hamper growth



Avoid being caught off guard by competitive challenges



Enjoy better ROI on strategic brand investments

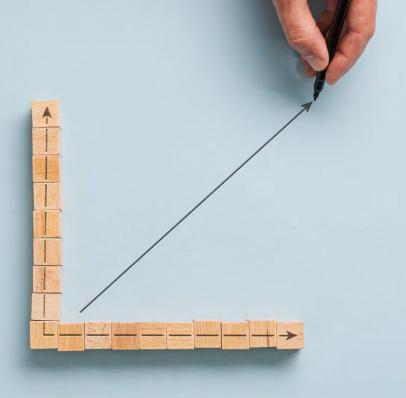


Market Landscape is a type of insights work that provides a deep assessment of:

- Competitive threats
- Customer motivations
- Your brand's advantage in the marketplace
- Where new "white space" opportunities lie



Most promising growth opportunities always come from focusing on customer needs.



Needs

What are customers most important needs in your category?



Brand Perceptions

How is your brand positioned to meet customer needs?



Targeting

Which target audiences best represent opportunity for your brand?

Best Growth Opportunity



Our insights approach uncovers relevant customer needs:



Immersive behavioral techniques to understand how customers are thinking, feeling, and talking about your category



Robust quantitative techniques using advanced analytics to determine the most promising opportunities with customers







Highly immersive insights approaches uncover how customers think, feel, and behave.

In Home	Immersion
Ethnography	Excursions
Pop-Up	Bulletin
Communities	Boards



These approaches provide the foundational learning to develop the quantitative analysis of customer opportunities.





Robust quantitative approaches

deliver strategic confidence in pursuing new opportunities.



Evaluation of key metrics

to understand your competitive position in the market



MaxDiff Exercise and Key Drivers Analysis

to identify key needs to strengthen brand positioning



Quadrant Mapping SWOT Analysis

to evaluate how well your brand delivers against competitors



Competitive and White Space Assessment with Gap Analysis

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to pinpoint white space opportunities for growth



How Market Landscape impacts your growth plans:



- Develops new positioning and extension opportunities
- Refines your targeting strategy to capitalize on evolving attitudes
- Tailors your advertising and communications to the new customer needs
- Designs products and services to maximize your brand's equities

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We've helped these industry leaders build stronger brands for long-term growth:









































Market Landscape is one aspect of our Brand Growth Navigator — the model our clients rely on to point them in the right direction in segmentation, targeting, customer experience, and more.

Learn more:



Watch video



Download ebook



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Our 60+ years of brandbuilding expertise has been honed through our partnerships with Fortune 500 leaders as well as challenger, disruptor, and emerging brands.

These brands come to
us for our business
growth mindset that
starts with one
unwavering goal:
Putting your customer
at the center of all
strategic business and
marketing decisions.

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Guiding your brand on its growth journey.

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