

Insights snapshot: Market Landscape

Navigating customer needs
and competitive threats
for brand growth

radius



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



They assess the
market context
and competition



Proactively address
competitive
threats that may
hamper growth



Avoid being
caught off guard
by competitive
challenges



Enjoy better ROI
on strategic brand
investments



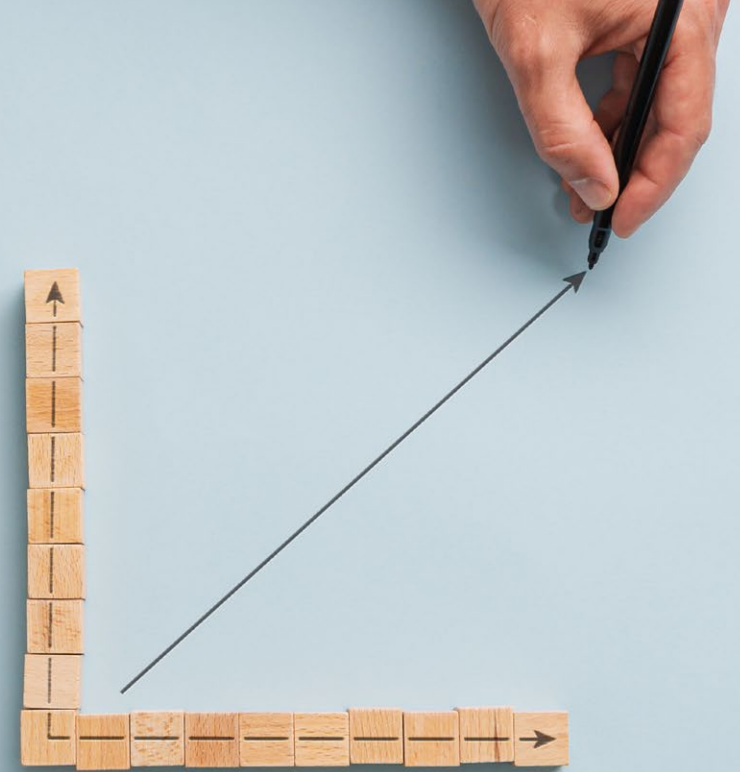
Market Landscape is a type of insights work that provides a **deep assessment** of:

- ▶ 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**:

1

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



2

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





1

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

**In Home
Ethnography**

**Immersion
Excursions**

**Pop-Up
Communities**

**Bulletin
Boards**



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



2

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

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



MARKET LANDSCAPE

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 brand-building 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.