

# ***A small greeting card company needs to develop a marketing strategy that will drive aggressive growth***

## The problem

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- The Client has a mandate from its ownership to double the company's revenue, and needs a marketing strategy to accomplish that goal.
- The Client does not have a detailed understanding of consumer behavior or preferences, or have a plan for which retail accounts to target and what message will win retail buyers over.



- Assessment of Client's brand
- Consumer purchasing behavior
- Consumer channel preferences

- Based on understanding of consumer behavior, segment greeting card consumers

- Match critical consumer segments with channels where Client will succeed

- Understand greeting card purchasing behavior and preferences of retail buyers

**Quantitative research and analysis of consumers combines with qualitative research and analysis of channels to produce a plan for attacking the market.**

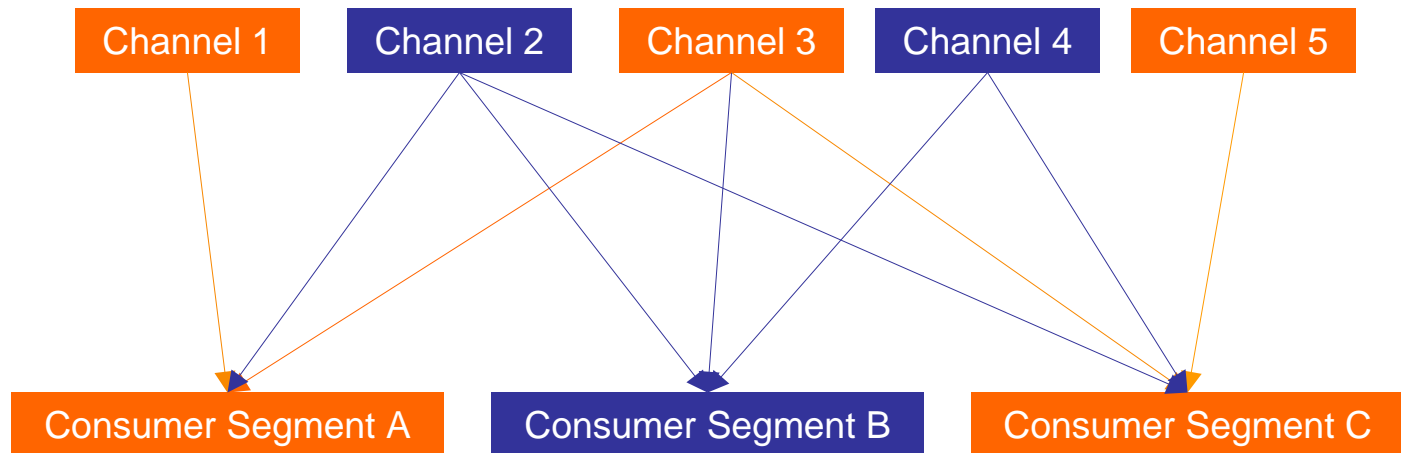
## The approach

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Based on knowledge of the Client, channel needs and perceptions, and analysis of consumers, prioritize routes to market

Characterize and prioritize channels.

Identify, size, characterize, and prioritize consumer segments.



# nxtMOVE developed channel, product, and competitive response strategy for the Client.

## The results

- Detailed consumer insight for the first time in the Client's history
- Trade perceptions of the client
- Product development strategy
- Strategies for each priority channel including message, product, and competitive response

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## Client challenges, opportunities, and action – Traditional grocery



Challenges
<ul style="list-style-type: none"> <li>• To take over a whole card department, a supplier absorbs large expenses up-front for slotting fees and buying the incumbent vendor's stock.</li> <li>• Edgy content will scare off some buyers.</li> </ul>
Opportunities
<ul style="list-style-type: none"> <li>• Some groceries seek an alternative line to supplement Competitor 1 or Competitor 2.</li> <li>• There are opportunities to outpost cards that are alternative, seasonal, or appropriate for adjacencies in other sections.</li> </ul>
Action
<ul style="list-style-type: none"> <li>• Appeal to buyers with an appetite for multiple-sourcing and an appreciation for Client's [brand element].</li> <li>• Emphasize the execution, SBT, and category expertise of a professional card operation, but the speed and flexibility of a fast, flexible company.</li> <li>• Match content to store demographics.</li> </ul>



Based on an understanding of its customers and channels, the Client developed channel strategy, product strategy, and tactical account plans.

