



ASSESSING THE LANDSCAPE

BUILDING A CATEGORY UNDERSTANDING

Does your marketing team know how to effectively define the environment where your brand operates to effectively ensure future category and brand growth?

Assessing The Landscape is the starting point of all strategic marketing plans - it lays the framework from which business opportunities are assessed and brand plans are developed. It's essential for all marketers to have a detailed understanding of the environment they operate in.

If we are to drive category value creation, a detailed assessment of the landscape our brand plays in through consumers' eyes is important.

It should be the way consumers see your product or service, how do they relate to it and what do they see as relative to your product.

Unfortunately all too often we constrain ourselves to a category by definitions determined by retailers or researchers.

This workshop programme is designed to create effective learning using Aperio's tried-and-tested methodology for excellence in marketing, using practical examples and case studies.

PROGRAMME OUTLINE:

- PESTE Study
- Macro trends that influence your category
- What are your category dynamics?
- Consumer and Customer needs that should be understood in the context of the landscape
- Defining category growth drivers
- Quantifying the size of the prize

KEY TAKEAWAYS:

- A 'Skill Base' for assessing the landscape
- A toolkit containing relevant templates, models and supporting documents
- Team personal commitments and action plan that sets KPI's around a live business problem/opportunity
- Ongoing coaching and support from Aperio Team of consultants

Take advantage of our free team assessment by emailing Masingita@aperio.co.za