



Volume 1 Issue 4

In the fight for shelf space, **know your competition.**

Maximize your chances to secure space on shelf - **don't forget** to consider **store brands**

Nasal Moisturizers and Washes



account for **22%** of total unit movement

7 SKUs represent only **10%** of the segment SKUs, but are **60% of the total unit movement** – and **2** of those are store brand

Fiber Laxatives



account for **28%** of total unit movement

12 SKUs represent only **10%** of the segment SKUs, but are **43% of the total unit movement** – and **6** of those are store brand



- From looking at just these two subcategories, what conclusions are you able to draw?
- Can you make any assumptions about how people perceive the quality of a national brand vs. a store brand?
- How can you translate that into a competitive advantage for your brand?

More to consider in a competitive analysis

A competitive analysis should include obvious factors: product differentiation, market positioning, pricing, the promotional budget, and placement strategies. In today's environment, you must also expand your scope to include

- ✓ Social media marketing
- ✓ Influencers/Advocates (pharmacists and healthcare professionals)
- ✓ Packaging and claims
- ✓ Retail penetration strategy (reach)

Sell a product or build a brand

There are manufacturers out there in the world who solely want to sell product. You might be thinking, well yeah, that is the point of being in business, right? True, but your business will not be sustainable if you have more interest in selling a product than building a brand. You need a rock solid brand in order to go from "just a product" to a household name.

But I don't want to offend any manufacturers I know by calling them out, so I will just describe a few of the differences between the two manufacturer mindsets in this handy reference chart...[read more](#)



Developing a marketing plan is worth the effort

It happens every year. We strategize and put our plan on paper and then we get side-tracked, distracted, misdirected — you name it — and we end up creating campaigns or one-off promotions to meet immediate needs. We don't have time to step back and determine how or if it fits into our strategy, it just has to get done.

If you're a marketing manager, I know you can relate. It's inevitable. Yet it's part of being fluid and flexible to meet needs as they arise throughout the year. There will always be unforeseen projects... [read more](#).

Recent blog posts

[Don't stand still](#)

[The best ad I've seen all week – and why!](#)

[Looking for a planogram partner? Choose well!](#)

[Wholesaler decision-making process](#)

Upcoming events

SEP
16-17 CHPA
Market Exchange

SEP
18-19 Miami-Luken Smart
Pharmacy Conference

OCT
10-14 NCPA Annual
Convention



The right information = less risk

Reliable information is key to making the right decision about where to spend your resources. You need to have a firm grasp on:

- consumer perception, shopping habits, and needs;
- how your product stands up against the competition; and
- where expansion opportunities exist at distribution.

There are many data providers, but we provide *industry-specific intelligence* backed by our 35 years in the industry. Call us to discuss your market research needs today at **800.888.0889**.

Find your path to success

Start with a simple phone call

If you're facing a challenge with your brand, consider calling HRG to discuss a Collaborative Strategy Session. No matter where your product is in its lifecycle, HRG's team of objective HBW retail experts can craft a roadmap outlining the steps to take to achieve your goals.

"We needed the focus the plan provided. We stopped everything because we knew the strategy session and roadmap deliverable would provide us the objective viewpoint on what we needed to effectively move the business forward." - Jay Greer, Partner, REnuCELL Group

Let us help you develop a winning game plan. To collaborate with us on your roadmap to success, call your business development manager at 800.888.0889 to schedule a [Collaborative Strategy Session](#).



Facebook



Twitter



Website



LinkedIn



Copyright © 2015 Hamacher Resource Group, All rights reserved.

[unsubscribe from this list](#) [update subscription preferences](#) [forward to a colleague](#)

MailChimp