



RETAIL **OPPORTUNITIES** + **INSIGHTS** FOR MANUFACTURERS

Volume 2 Issue 2

New look, same great content. We've refreshed the ROI masthead to coincide with our [newly updated website](#). If you haven't visited our website lately, please check it out. The new site is mobile-friendly, has improved navigation throughout, and offers more new content, updated weekly. We hope the insights and information you'll find there and here in ROI continue to be of value in helping you to accomplish your day-to-day tasks and ultimately achieve your goals.

It's all about at-shelf

Keeping your brands fresh at retail can be a challenge!

Some key reasons for a package change

Branding:

Packaging facelift – Don't lose market share because your package hasn't kept up with competitors or your customers' tastes

Brand messaging – Expanding your targeted consumer market without changing the product itself is an opportunity for repositioning packaging to speak to the needs of your new audience

Differentiating from the Joneses – If other brands are encroaching on yours it may be time to revise packaging to more boldly state your differentiators



Ingredient:



When an ingredient change is so measurable that it requires a new UPC and potentially additional sell-in to buyers, your package will need modifications

Size:

If you are offering extended value or need to protect your product's profitability when there have been cost increases of materials, ingredients, or count changes, an updated package is in order



You have seven seconds to form a relationship at shelf. [Are you doing enough to differentiate yourself?](#)

Product packaging involves more than meets the eye

In this series for *Chain Drug Review*, our team examined key product attributes and marketing tactics from two different perspectives — the consumer/shopper and the retail buyer. In this article, we explore issues and perceptions related to product packaging, focusing on these areas:

1. Size and shape of the package is of paramount importance to retailers, but does it matter to consumers?
2. How do the colors used on packaging have a dramatic effect on the item's likelihood for success on shelf?
3. Do package graphics and iconography mean different things to buyers and shoppers?
4. Messaging is one of the most important criteria to consider. What do consumers expect from the principal display panel and other product information on the package?

[Read more](#)

I did not know that!



So, how does a product manufacturer gain a better understanding of their competitors or the market opportunities that may exist? [Research](#).

Although this topic has been extensively written about, it remains quite elusive for many. The trick is determining the “gaps” of information that may exist and then seeking ways to fill them.

Here are several examples of gaps I often hear about from manufacturers:

- What is the market share of XYZ manufacturer?
- Where does XYZ have distribution?

[Read more](#)

Upcoming events

JUNE
12-15 HDMA Business and Leadership Conference

JUNE
24-26 Next! 2016 PBA Health Conference & Business Seminar

JUNE
24-25 Value Drug Company Merchandising Expo

JUNE
26-30 McKesson ideaShare

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IMAGINE the possibilities when you're on the right path with the right partner

Concept-through-Commercialization™ is HRG's product development methodology that drives the IMAGINE process – a roadmap for brands through the product lifecycle journey. Throughout the comprehensive IMAGINE roadmap we help identify, create, consult, and execute steps in the paths that fit your brand's journey in a streamlined and efficient approach to pave the way to success.

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