

Retail Opportunities + Insights brought to you by Hamacher Resource Group, Inc.

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RETAIL **OPPORTUNITIES + INSIGHTS**

Volume 2 Issue 1



Our 2015 new item review by the numbers

In **2015**, HRG
evaluated **2,404** New Items



237 received stars



TOP 3 categories receiving
STARS

*Based on % assigned compared to total receiving stars in 2015



A deeper look

Visit our website to view further new item revelations! First, [take a look at the unexpected impact](#) new items can have on a subcategory overall; then, [read how new entries addressing an emerging consumer need](#) were introduced in a varied and surprising set of categories.



Hey brand manager: Don't forget about these important influencers!

Regardless of size, all brands have tough decisions to make about how to spend promotional dollars. As a brand or marketing manager, you have multiple platforms to consider: print advertising, TV commercials, digital, etc. But before these decisions are made, you must consider your audiences. Certainly consumers receive the most attention, but there are other audiences to consider as well, including influencers.

In the healthy, beauty, and wellness world (especially OTC), influencers also consist of pharmacists and... [Read more](#)

Gaining a foothold in a new retail channel



A manufacturer trying to move into another retail channel should look at expanding reach, however, you need to fully understand your current channel and the role your items play in it first. Then look at moving into another channel and pay attention to factors such as:

- Which channel is missing items like mine?
- What other channels do my current customers shop in?
- Is my item right for these types of retail outlets?
- Do customers expect to see my type of item in this new channel?

Not understanding the nuances of the new channel can cause delays in entry, cost extra start-up dollars, and may even cause you to... [Read more](#)

Upcoming events

MAR
4-5 Betances Annual
Pharmacy Business
Conference

MAR
14-16 CHPA Annual
Executive
Conference

APR
16-19 NACDS Annual
Meeting

Recent blog posts

[Reserve some marketing dollars](#)

[for POS materials](#)

[Hope, faith, or just plain proof](#)

[Which switch fits?](#)

Your sales, marketing, and distribution goals in 2016

When you attend a **Collaborative Strategy Session** with HRG, you receive a roadmap of activities to help you reach your goals.

HRG's knowledge and expertise in the industry has provided us with impactful messaging, engaging marketing collateral, and packaging that will stand out at shelf. Working with Hamacher is completely seamless. It is like having a team sitting in our office. Communication is easy and straightforward, and the entire experience has been outstanding.

Marjorie Newman
CEO, NovaGenesis

We've conducted **20+ Collaborative Strategy Sessions** helping manufacturers **achieve success**, and we can help you **reach your goals this year**. Since we limit the number of Strategy Sessions we conduct each year, don't wait to contact us to schedule yours. Isn't it worth a conversation? (800) 888-0889

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Are **37%** of the
pharmacies in the U.S.
even aware you exist?



Want an introduction?

Reach 10,000 independent pharmacies with your brand message in our targeted IN.depth awareness bulletins. Example issues and a media kit can be found on our [website](#) or contact your HRG business development manager today at (800) 888-0889 for more information.