



Volume 2 Issue 3

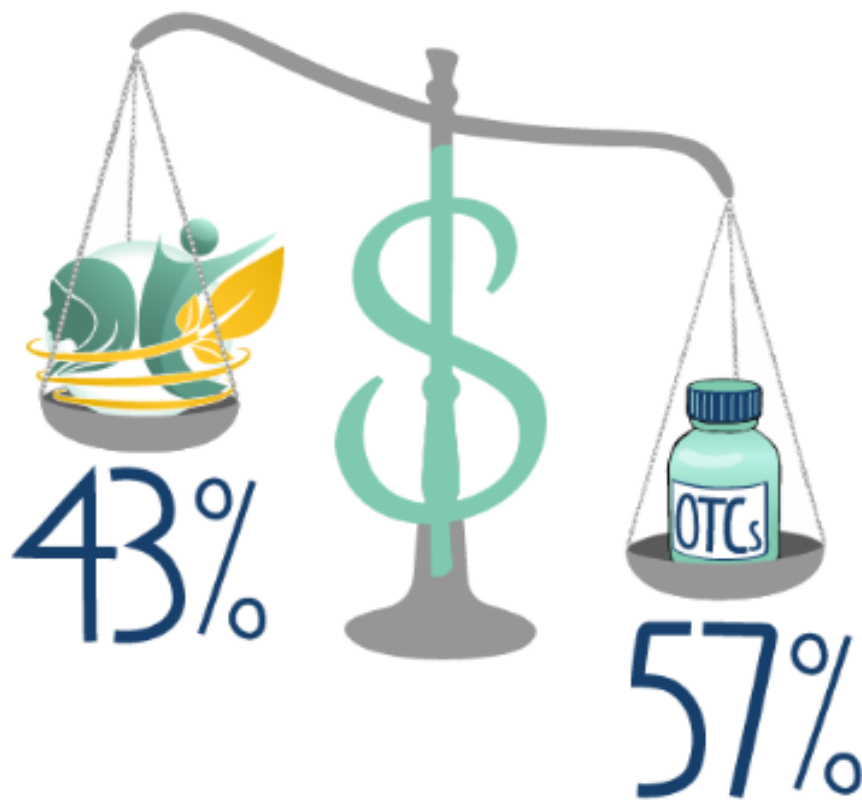


*New look, same great content. We've refreshed the ROI masthead to coincide with our [newly updated website](#). If you haven't visited our website lately, please check it out. The new site is mobile-friendly, has improved navigation throughout, and offers more new content, updated weekly. We hope the 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.*

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## A look at how segments are performing in independent pharmacy

OTCs outperform wellness & beauty in unit sales by **14%** in independent pharmacies



# Retailers are striving for HBW balance

Here's a quick look at the **TOP 3 categories** in each segment:



→ Cold & Allergy  
Digestive Health  
Pain Relief



→ Eye & Ear Care  
Vitamins &  
Dietary Supplements  
Incontinence



→ Skin Care  
Oral Care  
Hair Care

Source: Hamacher Resource Group, 52 weeks, wholesaler data

Want to know the **average gross margins** for these categories?

[Click here](#)



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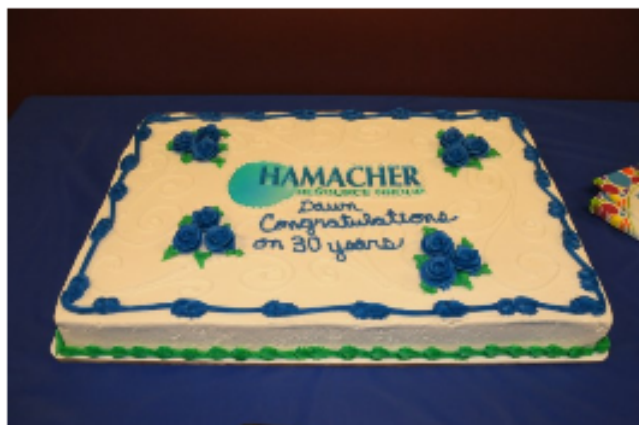
## CPG marketing: It's a new game

Traditional marketing once focused largely on building awareness for a brand; today's mantra is about changing consumer behavior. This is a daunting challenge for virtually every CPG brand because of lack of continuity across marketing channels, intensified confusion among shoppers, and the constantly evolving promotional landscape.

According to statistics published by AMG Strategic Advisors in a 2012 report, "The Trend Behind the Spend: A Study of Trade Promotion and Merchandising Spending in the Consumer Packaged Goods (CPG) Industry," CPG companies allocate an average 13.7 percent of gross sales on trade funds. [Read more](#)

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## Dawn celebrates 30 years!



On May 26th, president and leader of HRG's owners group, Dawn Vogelsang, celebrated 30 years with the company. Her vision and leadership have grown HRG to the unique position it is in today, a category management, business strategy, and marketing services organization with a broad scope of services that serves clients all along the supply chain. We could go on and on, but suffice it to say, we are proud to have her as our leader and congratulate her on 30 years with HRG!

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## Three steps to building an effective strategy

by Dave Wendland

Many companies seem stuck when it comes to developing their go-to-market strategy. Often it's the result of having too many chefs in the kitchen who don't seem to agree on direction, because they fear the unknown, or are unwilling to budge from the status quo (a.k.a. "safety net").

Sure there are countless books written on the topic of strategy development and there are online training courses, seminars, templates, theories, software applications, and mobile apps all proclaiming to provide the be-all and end-all solution to creating a winning strategy. But to be honest, I think it's simpler than that. And I think it begins with three relatively straightforward steps.

[Read more](#)

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### Upcoming events

JUL  
14-17

Smith Drug Company  
CE & Trade Show

JUL  
29-31

Mutual Drug  
Trade Show

AUG  
1-4

HD Smith National  
Sales & Management  
Conference

AUG  
6-9

NACDS Total  
Store Expo

### Recent blog posts

[B2C Marketing — part one](#)

[B2C Marketing — part two](#)

[Brush Up on Competitive](#)

[Intelligence](#)

[Make a Difference](#)

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## The 2017 IN.depth calendar is online!

The 2017 IN.depth calendar is now available! [Visit our website](#) to download your copy.



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

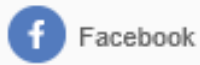
Concept through Commercialization™ is HRG's product development methodology that drives the IMAGINE process – a roadmap for brands through the product lifecycle journey. Throughout the comprehensive IMAGINE roadmap we help identify, create, consult, and execute steps in the paths that fit your brand's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

[Read more](#)

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