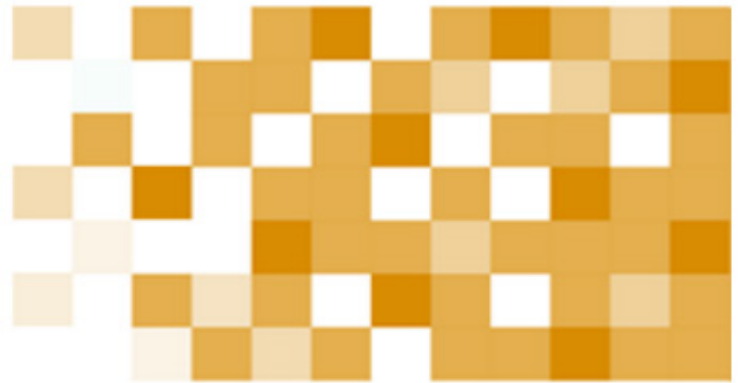


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RETAIL **OPPORTUNITIES** + **INSIGHTS** FOR MANUFACTURERS

Volume 2 Issue 4

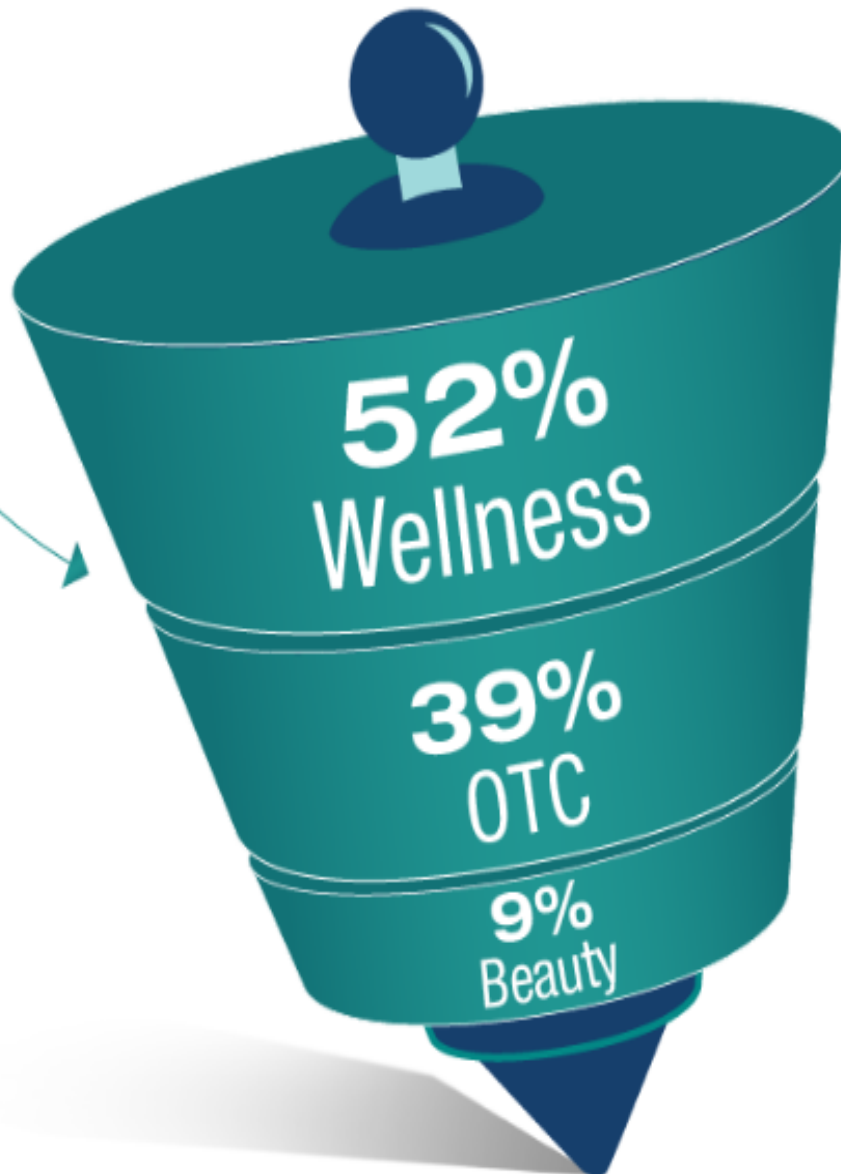


A look at the

TOP 2%

of **new items** in 2015*

How manufacturers are *spinning* innovative ideas into sales



Examples of TOP sellers

SEGMENT	PRODUCT	ELEMENT FOR SUCCESS
Wellness 	Cortizone-10 Diabetes Lotion Anti-itch Lotion for Diabetics' Skin	Positioning: Diabetes focus
OTCs 	Flonase 24 Hour Allergy Relief Nasal Spray	Market expansion: Rx to OTC switch

Discover other TOP sellers → [click here](#) 

Source: Hamacher Resource Group, Inc. -- wholesaler withdrawal -- 52 weeks ending March 2016

*From the Drug Store News Emerging Brands Report powered by HRG data

Brush up on competitive intelligence

As you are preparing for your meetings with buyers, brush up on your competitive intelligence. It's important to be able to speak to your brands' differentiators over competing products and how it is positioned within a channel. The more you know about your competition and how your brand stacks up against theirs, the better you'll be able to make your case for why you should be on the shelf next to or instead of them. [Read more](#)



Data drives business

by Julie Bonnell

There is an artisanal chocolate maker in my community. His chocolates are amazing and well worth making a special trip to buy. He is also a bit of a character. He won't let you into his shop unless he knows something about you. When you come to his shop for the first time, you have to ring a door bell. He meets you and lets you across the threshold but not into the store until he interviews you all the while looking you over from top to bottom: [Read more](#)

Upcoming events

SEP
11-14 ECRM Health
Care EPPS

SEP
14-15 CHPA
Market Exchange

SEP
28-2 GMDC Health Beauty
Wellness Marketing
Conference

OCT
15-19 NCPA Annual
Convention

Recent blog posts

[Preparing for your buyer event —
part one](#)

[Preparing for your buyer event —
part two](#)

[What the season is really about](#)

What challenge would you like to solve in 2017?

What is the most pressing challenge you have in moving your brand forward? Are you having a hard time gaining distribution within the drug wholesalers, attaining retail distribution for your full line, or convincing buyers of the potential of your brand? What about consumers – do you have the research to confirm they want what your product offers, do you wonder if your marketing programs are reaching your target, or if your messaging is on point?

If your sales have plateaued and you don't know where to spend your resources to grow, or you can't get a foothold with your new product, let's talk. We offer [Collaborative Strategy Sessions](#) that have helped many manufacturers take their brand to the next level and beyond. It's worth a conversation. Contact us at (800) 888-0889.

The 2017 IN.depth calendar is online!

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



reach **10,000** independent and small chain pharmacists and front-end managers
for only pennies per store!

PRODUCT SAMPLER  **CATEGORY SPOTLIGHT** 

IN.depth
INDEPENDENT PHARMACY COMMUNICATIONS 

The advertisement features a background of three 1990 Lincoln cents (pennies) on the left. The main text is in white and purple. The 'PRODUCT SAMPLER' and 'CATEGORY SPOTLIGHT' sections are highlighted in blue boxes with corresponding icons. The 'IN.depth' logo is in a large, stylized font, with 'IN.' in white and '.depth' in purple. Below it, 'INDEPENDENT PHARMACY COMMUNICATIONS' is written in white. A purple circle with the word 'go' in white is on the right.

