

CASE STUDY:

Competitive simulations to analyze market situation, set strategic plan

CHALLENGE: As part of the strategic planning process, a brand team needed to develop competitive strategies and tactics for each of the key indications for their product. They also wanted to determine the extent to which each competitor posed a threat to best develop their strategies and proactive/reactive tactics to address those competitive efforts.

SOLUTION: We organized and facilitated an Internal Competitive Simulation Workshop using the proprietary TVG Marketing Model as an organizing framework. The team was lead through a process to identify the optimal business strategy, key attributes and positioning, and the key messages for competitive products in each of their treatment areas. Based on this work we helped them rate the level of threat of each competitor and have some fun working on tactical executions of competitive responses.

OUTCOMES: The team created a prioritized list of strategies and tactics to address identified competitive threats (including strategies, profiling, positioning as well as key tactics). They gained an estimate of the relative threat of each competitor and the level of response that would be necessary. They devised a “market map” providing a visual schema of the direction of competitive activity.



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