

 WALKER
**MARKET
GUIDE** 

NAVIGATE YOUR MARKET, GROW YOUR BRAND



NAVIGATE YOUR MARKET

Today's intense competition and the rapid pace of innovation requires companies to be nimble; constantly evaluating their market position and determining the best course of action. Complicating matters is the state of disruption evident in most markets. Companies you may never have seen as competitors may now be your biggest threat.

To succeed in today's business environment you must do more than deliver excellent products and solutions. You must navigate your market and intelligently position your company for growth.

Walker created Market Guide to address today's highly competitive markets. With rich insights from the best source – consumers – we deliver a precise understanding of your current market position, a vision for ideal future positioning, and clear steps on how to get there.

It's a new and better way to understand market share and strategies to achieve growth.

HOW IS MARKET GUIDE DIFFERENT?



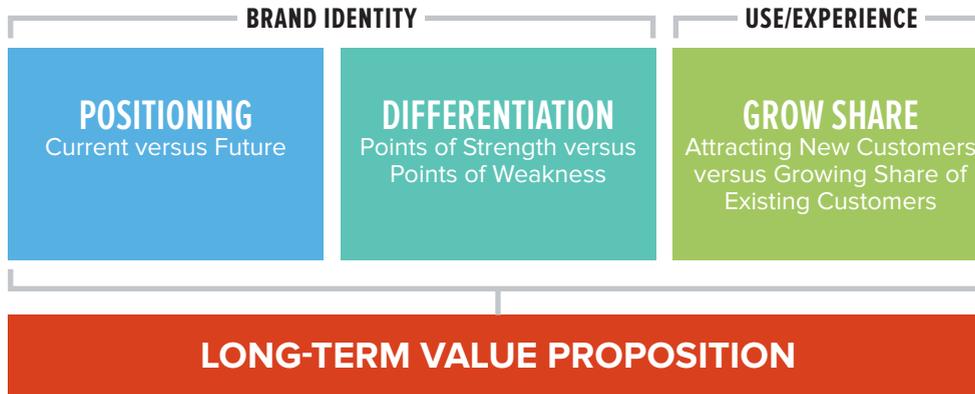
GROW SHARE USING BRAND EQUITY

WHAT SHAPES YOUR BRAND?

Do you understand the needs of the market that drive brand equity? Is it the interactions with your customers? Is it the context of how you stack up with your competitors? Do you understand the unique needs of different segments and occasions of use that drive market share? Is your advertising and promotional messaging effective in attracting new customers? Does it align with your current customer experience? The truth is all of these characteristics are tightly woven together in the eyes of the customer, indistinguishable from one another. And yet, most companies study and use each discipline independently.

At Walker we feel these are vital concepts that must be analyzed together to maximize your brand equity and drive sustained growth. Market Guide **is a powerful solution** that effectively combines advertising and awareness/usage (AAU) research, customer experience management (CEM), competitive intelligence (CI) and needs-based segmentation into one streamlined solution.

HOW IS MARKET GUIDE DIFFERENT?



KEY STRATEGIES FOR GROWTH

Unlike other solutions for strategic marketers, Market Guide helps companies understand their brand identity and customer experience in the context of their competitive environment. Using this approach, three key business strategies can be optimized:

- **POSITIONING** – Market Guide maps your market to provide a clear understanding of your current positioning as well as identifying optimal positioning to drive future growth.
- **DIFFERENTIATION** – Market Guide provides a clear understanding of your brand’s strengths and key points of weakness.
- **GROW SHARE** – Market Guide determines the best course of action to grow your brand, be it by attracting new customers or by growing share from existing customers.

Walker’s unique approach forms a powerful solution for delivering a value proposition with long-term impact.

HOW IT WORKS



SETTING YOUR SIGHTS

Market Guide begins with a baseline deep dive approach that identifies product features and brand attributes most important to consumers' decision making and measures brand differentiation that drives market share.

A deep dive survey measures the whole market related to awareness, usage, overall brand experience, brand equity, market barriers, share of wallet, and brand characteristics of all brands in the market.

Given the deep dive outcomes, Walker works with the client to identify the brand strategies and tactics going forward. We identify critical differentiators for their brand that sets them apart from the competition and helps them gain more market share.

The baseline study is then pared down to a lean version of key metrics that serve as a continuous core study that allows a brand to sense and respond to critical changes in their market over time. This also allows looking beyond what differentiates a brand to what is influencing change in market share or other high level measures over time.

PUTTING MARKETING GUIDE TO USE



POSITIONED FOR GROWTH

While some research reports are merely interesting or serve to confirm current beliefs, Market Guide is designed to reveal current market realities, future opportunities, and distinct steps to grow market share and achieve sustained growth.

With Market Guide you receive:

- A more accurate picture of the current market and your position within it.
- Identification of relevant competition and enhanced strategies to improve the way you differentiate your brand.
- A more accurate delineation of leverageable brand strengths as well as barriers which restrict consumers from buying or trying your brand.
- Unique strategies for acquiring new customers versus increasing share of wallet with existing customers.
- A clearer understanding of how to define and target your specific opportunities.

CASE EXAMPLE



A market-leading coffee company decided to take a closer look at their brand. They quickly recognized their brand was defined by far more than their advertising. In fact, the consumer experience and offerings in the coffee house were intricately woven with their promotional activities to produce a brand image.

POSITIONING – When we mapped the market it was not surprising to see they currently enjoyed a position of leadership and dominance in the coffee market and unless their current positioning changed, there was little opportunity for future growth.

The market map unveiled opportunities for a revised market positioning where the brand would not only be associated with coffee, but also with food.

DIFFERENTIATION – The brand was currently seen as a premium “indulgent” coffee only brand used for special occasions. Consumers were giving business to competitors who were viewed as having food options (in addition to coffee) as well as being a better value.

GROW SHARE – It became clear they had saturated the market with existing customers and growth needed to come from attracting new customers through adding food options. Adding a line of food would also help diversify their offering to existing customers and increase their share of wallet.

LONG-TERM VALUE PROPOSITION – By expanding their line of food choices this brand was able to establish a new source of revenue growth. The study was completed and presented at the beginning of 2012 and in the quarterly earnings report in June 2013, the CFO stated they had the best quarter in over seven years and acknowledged “food has been phenomenal for us”.

ABOUT WALKER

Walker specializes in advising Fortune 1000 companies and middle market companies with growth strategies based on enhancing customer loyalty and related customer engagement, including innovative approaches to segmenting, valuing, obtaining, retaining, and growing customers. Walker's diverse team of consultants are market leaders in providing tailored, comprehensive solutions to help companies achieve their business objectives and, ultimately, grow shareholder value.

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