

Hansa Brand EXPNDR™

Disciplined Process for Extending the Brand

Having gained success with a target audience, most companies at some point confront the need or desire to expand their brands into new market segments. In doing so, companies confront a variety of questions:

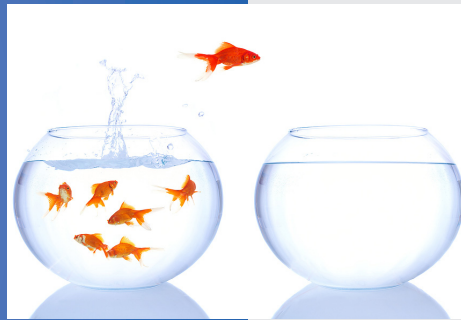
- Which segments pose the greatest opportunity?
- Which segments should be ignored or receive lower priority?
- Do segments have different needs?
- Are there needs for differences in brand positioning by segment?
- What are the best ways to reach segments?
- How can the brand compete with other providers?
- What are the key messages that will cause prospects to consider and buy?

Brand EXPNDR™ is ideal for brands that have found success with a core target audience, but are not able to attract newer customers automatically.

Brand EXPNDR™ explores the appeal of the brand to other audiences, through understanding of different need states and marrying these with the core offering of the brand. The process is sensitive to the need for not diluting the brand's appeal among its core audience, even as opportunities are explored.

Brand EXPNDR™ generates several hypotheses to be validated. This could result in sharper communication or slight modifications to the product or service, or simply a more precise definition of the customers' context that makes the brand appealing.

The Brand EXPNDR™ provides a clear path for expanding the brand footprint, resulting in more positive initiatives in the market.



The Brand EXPNDR™ process addresses the key issues involved in developing a strategy to capture new markets. It entails six steps:

1. Current brand review to identify current brand strengths and weaknesses, and leverage opportunities.
2. Market opportunity assessment, including extensible segments, sizing, and barriers to entry.
3. Competitive assessment, market share analysis, strengths and weaknesses review, and opportunities to make inroads.
4. Strategy workshop, with participation by key brand, marketing, and other executives to review brand data and analyses and develop strategy options for pursuing new segments.
5. Strategy validation, gaining feedback from new, target segment prospects on interest and resonance around appeals and communication approaches.
6. Go-to-market strategy and execution plan, synthesizing the optimal strategy based on the Brand EXPNDR™ analysis.

The Brand EXPNDR™ process provides the following deliverables:

- A go/no-go recommendation for potential segments
- A practical approach for gaining market awareness and penetration
- Clear brand positioning and messaging strategy
- A practical execution plan with action steps and timeframe

Hansa provides a full range of qualitative and quantitative research services. Our experienced research and consulting team, including PhD-level statisticians, uses innovative, data-driven methodologies tailored to our clients' research needs.

We pride ourselves on our ability to truly understand the voice of the customer and translate that voice into winning strategies for brand development, marketing communications, customer relationship enhancement, and product/service innovation.

HANSA  **GCR**

Hansa GCR is a full-service market research and consulting firm. Looking through the lens of the customer experience and applying psychological principles of human motivation, it offers best-in-class research in areas relating to Customer Relationship Equity, Brand Solutions, Market Assessment, Green and Sustainability, and Product/Service Innovation. Hansa GCR is part of R K SWAMY HANSA, an emerging global group with 1,100+ professionals offering Creative Communication, Market Research, Data Analytics, Brand Consulting, Interactive and Healthcare Communication Services.

For further information about Hansa GCR, please visit us on the Web at www.hansagcr.com, contact us via email at customresearch@hansagcr.com, or call us at +1 503.241.8036.