



Hartman Brand Defender

Premiumization Strategy for Share-Leading Brands

- Premium is no longer just about a price gap over private label or B and C market-share brands. It's about disruptive quality perceptions emerging from the upmarket edges of the marketplace (Trader Joe's, Whole Foods, upscale restaurants, scrappy entrepreneurs, etc.).
- Many share-leading brands compete in categories with intense upmarket disruption from early-stage, emerging brands. These emerging premium brands represent 12% category \$ share on average but sometimes as much as 35% \$ share and have been stealing share from legacy incumbents every year since the recession.
- In this environment of disruption, it is critical to learn years in advance from these upmarket disruptors so your organization has time to funnel culturally relevant product innovations into your legacy-brand portfolios.

WHO IS BRAND DEFENDER FOR?

General managers, brand managers, marketing VPs

WHY IS BRAND DEFENDER VALUABLE?

- Keep your brand contemporary to maintain highest-possible pricing and market share, and increase odds of growth
- Defend your brand's hard-won consumer base from defection to emerging premium brands
- Discover on-trend, premium product attributes that are propelling significant topline growth in your brand's operating category (or categories)
- Select the emerging premium attributes best suited to your brand's consumer base and your brand's equity/positioning and history AND that are mainstreamable now

PHASE 1:

Top premium growth attributes correlated with growth in your category (or influencer categories) and why they are driving demand in food culture

- Identification of attributes that are highly correlated to volumetric growth in their respective categories
- Illustration of why the attributes are driving demand in food culture today

PHASE 2:

Attribute Fit Analysis to determine Growth Attributes with strongest potential for alignment with brand

- Brand and competitive analysis to determine up to 10 new Growth Attributes with strongest potential for alignment with brand



PHASE 3:

Prioritization of brand-relevant premium attributes for organization (as determined by brand alignment and ability to scale)

- Evaluation of the cultural mainstreamability of each attribute from Phase 2
- Ranking of growth attributes based on near-term growth, fit with brand and opportunity for mainstreamability

PHASE 4:

Attribute-focused go-to-market strategy to premiumize your brand

- Competitive analysis of current market for each attribute: analysis of premium brands delivering on growth attributes, within any guardrails supplied by stakeholder interviews/client
- Attribute-based SWOT analysis for brand
- Prioritization for activating attributes within current brand
- Delivery of a “Build” or “Buy” framework and recommendations based upon Steps 1-4

TOTAL BRAND DEFENDER TIMING: 13-15 weeks

Resource Requirements: Access to stakeholders for interviews, Natural Channel Scanner Data, recent qualitative/quantitative consumer research on brand users, Nielsen or IRI consumer panel data on target brand.

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