



## CASE STUDY: MARKETING CONTENT / BLINDSPOT ANALYSIS

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*"Our work benefits from information we cannot easily obtain ourselves."*  
- Project Manager, Financial Services Industry

### **Situation:**

A large retail company needed to make sure that it didn't lose sight of some niche competitors that were not direct competitors but stood out as having certain strengths that could potentially surprise and harm our client competitively. It wanted to stay abreast of how these companies were successfully connecting with customers.

### **Solution:**

Line of Sight's analysts created an annual program to analyze the competitor's market messaging over TV, online, print and radio during selected time periods such as Christmas holidays and back-to-school. We analyzed positioning statements, message attributes, timing, spend and other aspects of how the competitors were speaking to the market.

### **Benefit:**

The client's marketing communications staff was not only able to stay current on the competitors and avoid surprises, they were also able to learn more about the customer needs of those market segments and marketing approaches that appealed to them. They adopted some of the best practices for their own use in its own communication strategy.