



C A S E S T U D Y : M A R K E T I N G B L I N D S P O T A N A L Y S I S

“While we know our national competitors quite well, it is often these local and regional competitors that are strongest at creating strong brand connections and are fast enough to be disruptive in our industry. Line of Sight provides a nice mix of quantitative and qualitative analysis to help us stay current and respond appropriately.”

**Senior Brand Manager
Retail Industry**

Situation:

A large, national retail chain needed to make sure that it didn't lose sight of some niche competitors that stood out as having certain strengths that could potentially surprise and harm them competitively. It wanted to stay abreast of how these small, nimble companies were successfully connecting with customers and retaining them in highly competitive markets.

Solution:

Line of Sight Group (LoSG) created an annual program to analyze the competitor's market messaging over TV, online, print, radio and social media during selected time periods such as Christmas holidays and back-to-school. Using text analytics tools and techniques, we analyzed positioning statements, message attributes, timing, marketing spend and other aspects of how the competitors were communicating in the market.

Benefit:

The client's marketing communications staff was not only able to stay current on these 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 use in their own communication strategy and implemented them throughout their enterprise.

