

SITUATION

A large, national retail chain needed to make sure 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. It also wanted to learn from them and potentially adopt best practices.



CASE STUDY: RETAIL NICHE OPPORTUNITY ID

SOLUTION

Line of Sight designed a program to analyze market messaging over TV, online, print, radio and social media during selected time periods such as Christmas holidays and back-to-school to understand how each was positioning and the unique capabilities they were emphasizing to the market.

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

Senior Brand Manager

BENEFIT

The marketing communications staff was not only able to stay current and avoid surprises but were also able to learn more about the market segments the competitors were targeting. They adopted some of the best practices for use in their own communication strategies and implemented them successfully.



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