

FMCG brands success factors

- § **Consumer insights focused**
- § **Develop evidence based 'claims'**
- § **Innovate to deliver both functional and emotional benefits**
- § **Communicate with consumers with single minded benefit**

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- § Line extensions must build ‘mother brand equity’
- § Partnerships with professionals and Trade
- § Knowledge management- build models
- § Wow consumers at every touch point

Role of Value: A Critical Success Factor

Value = Benefit (functional+emotional) + Quality+ Range+service

Price

Intellectual Property can be a competitive advantage!

- Are you protecting your your IP?
- Is IP protection an afterthought once the brand,NPD launched/about to be launched?
- Should you not involve TM, patent and competition law experts at every stage of innovation?