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
FMCG brands success factors

β Line extensions must build ‘mother brand equity’
β Partnerships with professionals and Trade
β Knowledge management- build models
β 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 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?