



URBAN WALLACE ASSOCIATES

35 Bedford St., Suite 8, Lexington, MA 02420

ph 781 862 0033 fax 781 862 1292 web www.uwa.com

Brand Management: UWA Expertise and Examples

Brand management clients look to Urban Wallace to address important questions that require expedient answers. We work to solve specific problems or to build strategies that capitalize on current successes. We deliver recommendations for short-term actions and long-term strategy. Consistent across all assignments is our active participation with members of the brand management team.

Brand Management Expertise

Our work is founded on insights about what motivates consumer purchases. Using information about consumers and their attitudes toward a product category, we create distinctive and compelling product positionings. By combining our understanding of the consumer with assessments of competitors, we are able to design selling and promotion strategies that increase volume and profits.

To each assignment we bring extensive experience in packaged goods marketing, creative strategic thinking and financial analysis. We compare the estimated costs of marketing activities with likely revenue increases and the resulting impact on profits. Our clients receive practical recommendations that succeed because of our in-depth marketing analysis and our brand management experience.

EXAMPLES

Pet Food

A leading pet food brand was losing retail shelf space as new competitors entered the category. Although retail store inventory was sufficient to meet sales Monday through Thursday, the brand was out of stock on weekends. We were asked to design a category space management plan and new retail shelf set that addressed this problem. We tested the sales and profit impact of this plan and developed a program to explain it to retailers. As a result of our work, out-of-stocks were reduced 50%, brand sales increased 8% and category profit increased 10%.

“This project was right on target. Using this plan, we increased our share of shelf in most major chains. After three years, I still see it out there.”

 **Frozen Food** Sales of a nationally branded frozen food line had been steadily declining for two years. Its popular-priced dinners were facing increasing competition from premium-priced, up-scale brands. Working with the brand group, we repositioned the product line to emphasize its good value and strong appeal to children. In addition, we directed the creation of more powerful package graphics that communicated the new positioning. Our efforts helped this brand regain distribution and recapture market share, resulting in a 12% increase in sales.

“They bring a really disciplined approach to marketing. My people gained a lot from working with the Urban Wallace team, and the results speak for themselves.”