ASSESSING NEW MARKET OPPORTUNITIES
GROWTH.

Everyone **needs** WANTS it.
“Now go get us 20% market share”
A changing formula

EXISTING MINDSET + “TRANSITION”

CAPABILITIES + CREATIVE PACKAGING + VALUE COMMUNICATION + DEMAND CREATION
WANTED:
Agile, creative, innovative and evolving partners.
BEWARE:
The allure of BIG numbers.

$55B
Incumbents are not bound by geography.
Five considerations to assess opportunities:

1. Gather the data
2. Know your story
3. Pivot the communications
4. Culture matters
5. Patience can be your ACE in the hole
Step 1: Gather data

Consider:
Is this REALLY really worth it?
Don’t inhale your own exhaust.

(Your challenge: avoid “forcing” fit to gain $)
Step 2: Know your story

What you do and how it adds value to the customer

authenticity
Pitfall: Expanding into areas that are not logical extensions of your story/brand.

Run the risk of losing the heart of your story.

If managed strategically you can improve your brand position.
Step 3: Pivot the communications

Align your communications strategy to the accumulated data and brand story

Step 4: Culture matters

Culture eats strategy for breakfast.
Pitfall: Assuming we’re all the same

- Ask customers: what’s important?
- Understand how THEIR story changes
Step 5: Patience can be your ACE in the Hole.

- Be agile & innovative
- The timeline is the timeline
There’s a reason the windshield is larger than the rear-view mirror…

- Avoid focusing too much on the past
- Stay focused on the opportunities
Fred Wellman
JANSON Communications

FWellman@jansoncom.com
or at 703.393.2500
if you have any questions.