

client

Global financial services firm

location

Europe wide

further information

Chris Woolston

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services provided

- Sector value proposition development

the challenge

The client wished to develop discrete sector focused value propositions to increase their share of the mid-market, globally. Three sectors were initially chosen in Europe and fti were asked to lead the process. The approach contrasted with the historic practice of a generalist sales and marketing approach based on geographical territories

project scope

- It was important that the process was inclusive and different Pan European client teams were involved in each sector project stream
- A comprehensive desk research exercise looked in depth at each sector across European markets. Common characteristics were reviewed and analysed. We looked, in particular, at the key value drivers for players in the sector



- Depth interviews were conducted with internal client sector and technical experts to understand *their* views of sector dynamics and their own core competencies
- Depth interviews with 25-70 senior executives from companies in each sector were conducted across Europe to probe their business drivers, understanding of competitive dynamics, evolving needs and the key decision making criteria
- A situation assessment was developed highlighting sector dynamics, business value drivers, an understanding of evolving customer needs and their fit with the client's core competencies
- A facilitated client workshop to review the situation assessment and jointly explore sector characteristics, key opportunities and emerging proposition hypothesis

- Development of value proposition recommendations and a related sales framework in each case.
- Internal training programmes developed and delivered to help the sales team execute the new approach

outcomes

- Three sector value propositions agreed and embraced by European client management, with a high level of buy-in
- Early client sales wins with major accounts, using the new proposition framework
- A roll-out across all other sectors

client

Spirits Company

location

Stockholm, Sweden

further information

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services provided

- Product & brand development

the challenge

The company wished to develop an all new brand with which to penetrate the burgeoning Indian market for premium drinks brands.

fti were asked to develop a market entry strategy and develop the brand from scratch.



project scope

- Market review and development of distribution and production strategy
- Development of a range of new brand concepts
- Concept research in market and further development of preferred proposition
- Bottle / packaging design
- Development of launch marketing programme and materials

outcomes

- Market entry strategy developed and signed-off by Group Board
- Full launch plan and package developed and tested