

Category Landscape

delves into **consumers' minds and hearts**, develops a deep understanding of the **market dynamics and category landscape** and reviews **attitudes, needs, behavior and consumption patterns**

BrandIQ can help evaluate the category landscape:

- Gap assessment
- Product and brand offerings versus competitors
- Target users/consumers served
- Entry or expansion barriers & challenges
- Recommendations



Identify Brand Competition

- ✓ Attitudes, involvement, consumption, usage, and purchase patterns
- ✓ Benefits, needs – met and unmet white space
- ✓ Drivers of..consumption, frequency, occasion, and preference
- ✓ Selection criteria motivations and barriers
- ✓ Imagery, positioning strengths, weaknesses and opportunities
- ✓ User segments targets demo- & psychographics, lifestyles

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Experts in brand building strategy, research, and innovation