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Case Study 1: Brand Positioning

The client, a garden supplier, hires StandPoint to identify how to compete effectively against the “Goliath” of retail potting soil.

Client Problem

The client has a consumer gardening product with low market recognition. The client needs to communicate quality and value in retail packaged soil, and convince retailers that their product can effectively and profitably compete with the market leader.

StandPoint’s Approach

In-depth personal interviews with consumers were conducted in two US cities. In-depth telephone interviews were conducted with 30 independent garden centers in the US.

Conclusions and Recommendations:

- Consumers were aware of the market leader but not necessarily loyal, leaving room for the client to build an effective competitive strategy.
- Consumers are drawn to effective packaging with features like descriptive language and re-sealable tops. Research shows that moisture control is another feature valued by consumers, and an area where the client excels.
- Packaging is one of the client’s marketing strengths, and so they should focus merchandising products at the point of sale.
- Research illustrated an unmet need by determining that there is no national alternative brand to compete with market leader. StandPoint recommends a strategy of allowing the market leader to drive traffic and positioning the client product as a flanker brand.

Next Steps

The client is aggressively building new production and distribution capabilities and the potting soil brand is on target to be a nationwide alternative to the current “Goliath” market leader.