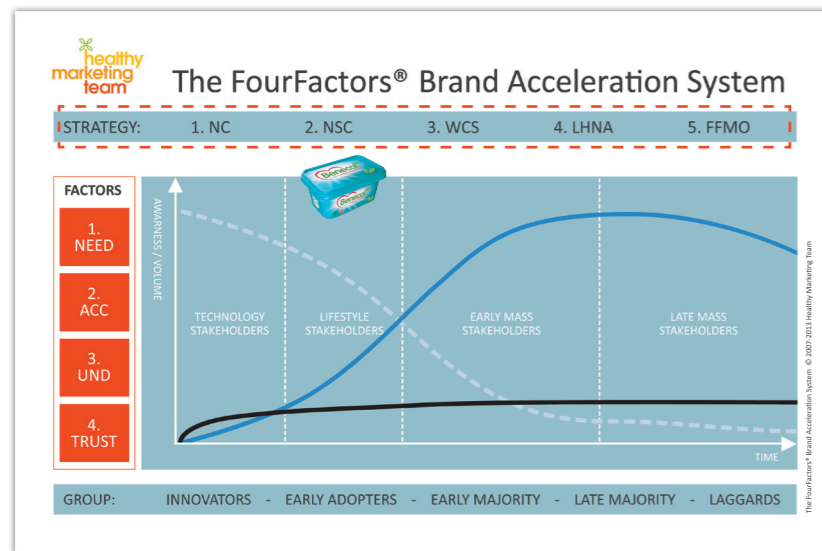
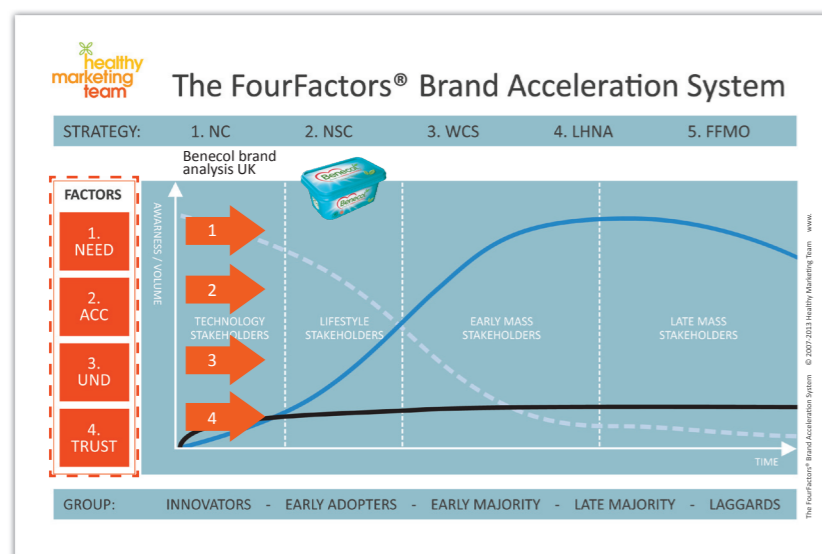


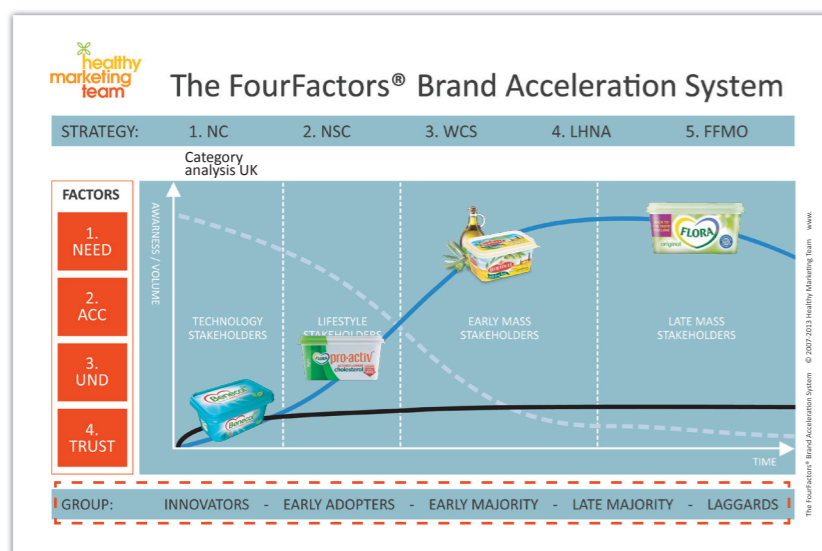
## 1. Choose the right strategy



## 2. Position the brand



## 3. Target the right consumer



# The HMT

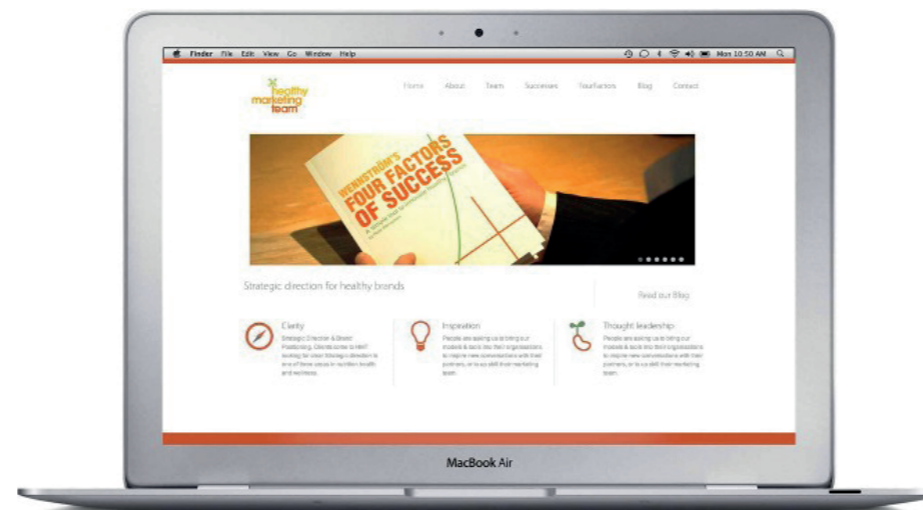
## Accelerate and Stay Ahead

The FourFactors® Brand Acceleration System is a proprietary toolbox based on more than twenty years of best practices and key learnings with an ever growing library of success and failure case studies.

The HMT are global specialists in innovation, marketing and branding for food, beverage and ingredient companies.

Our mission is to lead our clients to **Better targeted brands, faster to market.**

We help our clients **accelerate their business** through Consulting and **stay ahead of competition** through Training and Inspiration.



Accelerate and Stay Ahead!  
[www.thehmt.com](http://www.thehmt.com)

## Introducing

# The FourFactors® Brand Acceleration System



# CHOOSE YOUR STRATEGY

The five strategies

## 1. New Category

This is the strategy of creating an entirely new category of food or drinks. It depends on satisfying an unmet consumer need, primarily based on a new type of consumption situation.



## 2. New Segment in Category

Bring a new healthy benefit into an existing category where you create a new health proposition within the category. The new segment can be based on a new situation and/or target group.



## 3. Whole Category Substitution

Offer the health benefits for another (possibly competing) category and in a more convenient or healthy format. Attracts consumers to your category at the expense of the category whose benefit you have taken.



## 4. Leveraging Hidden Nutritional Assets

Market the intrinsic healthiness that advances in nutrition science have uncovered in everyday foods and beverages. This will benefit the market leader.



## 5. Functional Foods Makeover

This is a me-too strategy where you offer the same benefits as the early entrants. Only possible differentiation is a lower price.



POSITION YOUR BRAND

### The FourFactors® in Brief

#### 1. Need the product

Who? When? Why? The first factor focuses on the lifestyle needs of the consumer and perception and relevance of the product as food in his/her life.

#### 2. Accept the ingredient

Who knows what? What do they know? The second factor is based on consumer knowledge and the awareness of the chosen ingredient in your target market.

#### 3. Understand the benefit

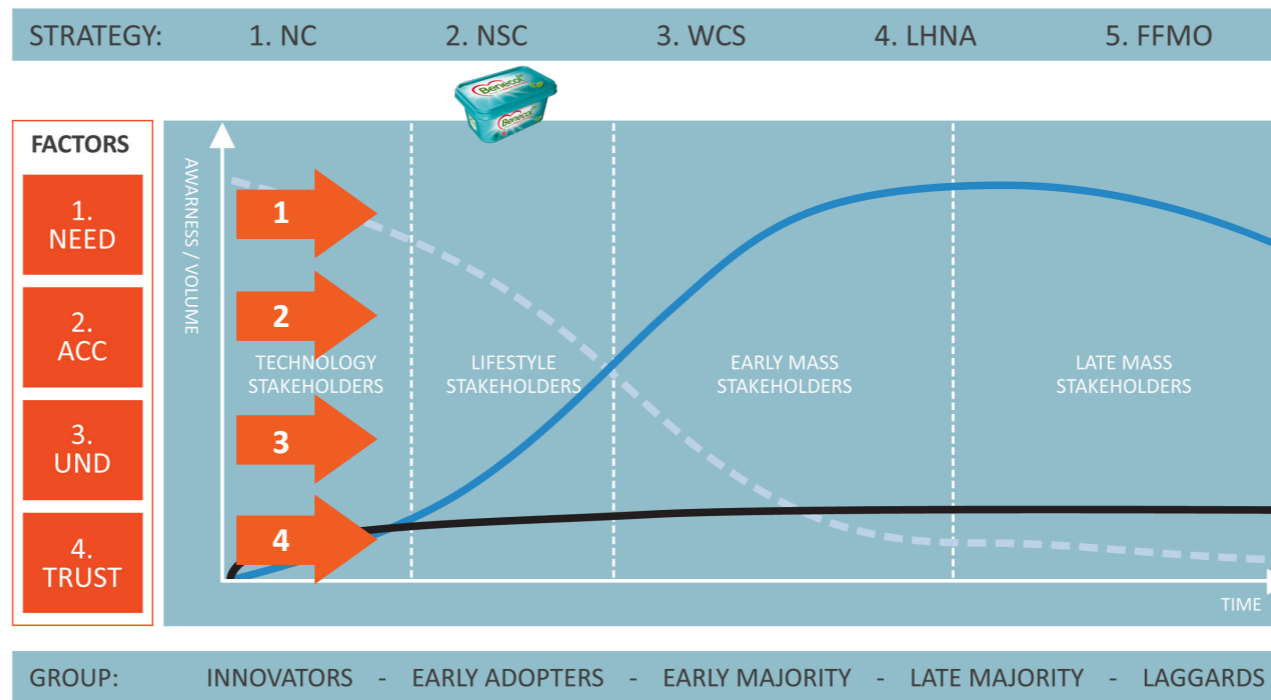
How do they understand the benefit? The third factor also relates to simple consumer logic. What is the benefit of the ingredient and of the brand

#### 4. Trust the brand

The fourth factor is the key factor. You must choose your brand carefully so that it's a credible provider of the benefit you want to deliver. You can't trust just any brand. What does your brand stand for?



### The FourFactors® Brand Acceleration System



### How to Get Better Targeted Brands Faster to Market:

Develop The Market, Stakeholder By Stakeholder

Linked all together, the four stakeholder groups in the Category lifecycle make up the food and beverage market. The progression can be described as follows:

1. THE TECHNOLOGY STAKEHOLDERS will help you educate the visionary Lifestyle Stakeholders.
2. Satisfy the wants of the LIFESTYLE STAKEHOLDERS, the Early Adopters so that they can serve as trendsetters.
3. Grow your business by providing solutions to the busy and demanding EARLY MASS STAKEHOLDERS
4. Win the volume game by serving the LATE MASS STAKEHOLDERS, ideally by becoming the market leader and setting the standard.

To be a winner you must choose the right strategy, position your brand and target the right consumer.

Innovation Stakeholders

#### Technology Stakeholders:

A niche segment who choose brands that **fit** my condition, they need **proof** that the brand can deliver the benefit they seek. They are focussed on the **technology** and its benefit. In other words they put functional before food.



NEED

#### Lifestyle Stakeholders:

They are looking for brands that are **trendy, novel** and above all reflect their **values**. They are not afraid to experiment and take the risk of trying out new products. In short they are often the trend-setters.



WANT

#### Early Mass Stakeholders:

These consumers are looking for **solutions**. In other words, they seek food brands with clearly understood benefits that make their daily life better. They will not compromise on either taste or convenience and will choose brands that fit into their busy lives easily.



SOLUTION

#### Late Mass Stakeholders:

These are the **laggards** when it comes to adopting new foods, new benefits, new formats. They are driven by **traditional, taste and affordability**.



TRADITION

# TARGET THE RIGHT CONSUMER