GROWTHSCOUT

SIMULATING BUSINESS GROWTH SCENARIOS

BUSINESS

BRANDSCAPES WORLDWIDE
There are four strategic paths to grow your brand:

1. Build Brand Penetration
   - Grow the number of users

2. Build Frequency
   - Increase frequency of purchase amongst current users

3. Build Consumption
   - Increase the amount spent on each occasion

4. Build Market Share
   - Gain share from competing brands

How do you decide which one works best...?
GROWTH SCOUT IS A POWERFUL, SCENARIO PLANNING TOOL TO HELP YOU SCIENTIFICALLY DECIDE:

WHICH GROWTH PATH IS BEST SUITED FOR YOUR BRAND,

WHICH TARGET CONSUMER SEGMENT WILL DELIVER HIGHER GROWTH
HOW GROWTHSCOUT WORKS:

- The tool synthesizes data from existing sources.
- It helps you simulate what-if scenarios that show the growth opportunities for your brand.
- So you can choose the best growth path.

Simulate growth scenarios for any brand or category at any level, namely, market, country or global.

<table>
<thead>
<tr>
<th><strong>TARGET PENETRATION (%) HHS</strong></th>
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<tbody>
<tr>
<td><strong>MED INCOME</strong></td>
<td>15%</td>
<td>20%</td>
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<tr>
<td><strong>HIGH INCOME</strong></td>
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<thead>
<tr>
<th><strong>TARGET FREQUENCY (TRIPS PER YEAR)</strong></th>
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<tbody>
<tr>
<td><strong>TARGET CUSTOMER</strong></td>
<td>35-45 YRS</td>
<td>46+ YRS</td>
</tr>
<tr>
<td><strong>CURRENT</strong></td>
<td>1.0</td>
<td>1.5</td>
</tr>
<tr>
<td><strong>NEW</strong></td>
<td>1.5</td>
<td>3.4</td>
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<tr>
<td><strong>BRAND GROWTH OPPORTUNITY</strong></td>
<td></td>
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<tr>
<th><strong>TARGET CONSUMPTION (AMOUNT SPENT)</strong></th>
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<tbody>
<tr>
<td><strong>FAMILIES</strong></td>
<td>$10</td>
<td>$15</td>
</tr>
<tr>
<td><strong>OTHER</strong></td>
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EXAMPLE:

- Simulate multiple scenarios to help choose the best growth path for Brand A & Brand B
- Aggregate them across markets and brands to see the overall business impact

MARKET GROWTH AMBITION

BRAND A

- Young Singles: Grow Frequency 1 -> 1.5 times a month
  - Grow Penetration 15% -> 20%
  - Grow Consumption $10 -> $15
  - $9 MN

- Families with Kids

- Old Couples
  - Grow Share 25% -> 28%
  - $8 MN

- Mid Income

BRAND B

- High Income
  - Grow Share 25% -> 28%
  - $5 MN

BEST GROWTH PATH FOR BRAND A

BEST GROWTH PATH FOR BRAND B

GROWTHSCOUT
Simulating business growth scenarios

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