

D.Y. FOX



COMPANY

GROWTH
THROUGH
STRATEGIC
MARKETING
INSIGHTS

Key Capabilities and Services



Overview

- **D.Y. Fox & Company** works with companies to generate ***profitable top line growth*** through
 - **Understanding Consumer Fundamentals**
 - **Uncovering Consumer Insights**
 - **Creating Consumer Models that get at the Root of Consumer Motivation**
 - **Identifying New Product Innovation Opportunities**
 - **Marketing Strategy Development**

Keys to Generating Profitable Growth

- Understanding Consumer Fundamentals
 - Understanding basics of how:
 - Consumers view products
 - Consumers make product decisions
 - Products fit into consumers' lifestyles

- Uncovering Consumer Insights
 - Mining external data for key insights
 - Leveraging understanding derived across a broad range of consumer categories

- Creating Consumer Models that Get at the Root of Consumer Motivation
 - Identifying key drivers
 - Mapping drivers against consumer segments
 - Then, use models to identify opportunities

Keys to Generating Profitable Growth

- Identifying New Product Innovation Opportunities
 - **Consumer Trend Analysis**
 - **Competitive Dynamic Assessment**
 - **Definition and Confirmation of Consumer Needs**

- Marketing Strategy Development
 - **Understanding of Newly Emerging Marketing Dynamics**
 - **Given Erosion of Mass Media**
 - **Staying Relevant to Consumers in Their World**
 - **Making the Product and Message Fit Into Consumer Lifestyles**
 - **Examples:**
 - **'On-the-go' Product formats**
 - **Lifestyle Relevant Product Design**
 - **Convenience Reminder© Packaging**
 - **Lifestyle Fit Packaging© and Messages**



Key Capabilities

- Demonstrated strengths in:
 - ***Building profitable business strategies***
 - Over 20 years experience developing strategies that have successfully generated not only brand but category growth
 - Consistent revenue/bottom line growth; turnaround of declining/flat businesses and products
 - Reinvigorated number one brand in \$11 billion category
 - Identified and launched fastest growth segment of flattening category--\$300 million plus segment
 - Segment has continued to grow at double digit rates for almost a decade
 - ***Repeatedly identifying and generating \$100 million plus new growth market segments***
 - Identification of new lines of business based on consumer insights
 - Building equities within the category and beyond the parent category
 - New product and packaging development—generating over \$175 million in sales

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Growth Through Strategic Marketing Insights

- D. Y. Fox & Company's clients have often found that a disciplined approach to:
 - ***Leveraging Consumer Insights***
 - ***Understanding Key drivers of consumer need states***
 - ***Building on existing Brand equities to identify new opportunities***
 - ***Often leading to only moderate changes in product, marketing and/or packaging***

....has resulted in successfully generating huge profits

- D.Y. Fox & Company can help you achieve profitable growth through:
 - ***Consumer Insight Generation***
 - ***Creating Consumer Models***
 - ***Identifying New Product and Packaging Innovation Opportunities***
 - ***Marketing Strategy Development***



Growth Through Strategic Marketing Insights

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