



How to Break Out of a Niche Market

Client: Kipling, a VF Corporation brand

Brand of handbags, backpacks, and luggage

"People hire a personal fitness trainer when they need an experienced expert to help them execute a regular exercise program. Likewise, people engage me to help them execute their brand strategies. I work with my clients to assess their need and create a customized action agenda (the "training plan") -- and then I develop and apply tools, frameworks, and principles (the "exercises") that move us toward the goal. Like a personal trainer, I am focused on results -- significant, tangible, sustainable results. After all, your brand is like your body -- it's the greatest instrument you have -- but you've got to use it and keep it strong." -- *Denise*

Goal: Capture a greater share of fast-growing handbag category

Assessment

Assessment: We need to **broaden** the brand's appeal by identifying new target segments and developing a new brand platform to appeal to them

Program & Plan

Training Program: Consumer Research; Brand Platform

Training Plan:

- **Mine** existing resources to uncover insights about the brand, category, and competitors
- **Facilitate** Discovery Team worksessions
- **Conduct** ethnographic and qualitative research to uncover purchase drivers and to profile target segments
- **Develop** a new brand platform, dimensionalizing the brand's defining values and attributes
- **Prescribe** changes in product strategy, distribution, marketing programs, visual and communications, etc.



Result

Result:

Increased handbag sales

