

SEPT
2022



Introduction & Caselets

THROUGH



Breakthrough
Marketing Technology

WHO ARE WE?



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The New York Times

MARS

MIT

UnitedHealthcare

AON



KENT STATE UNIVERSITY



DRESS FOR SUCCESS



Union of Concerned Scientists
Citizens and Scientists for Environmental Solutions



Breakthrough
Marketing Technology

**BRANDS
THAT
TRUST US**



medela



WEIDMANN

PHILIPS
sense and simplify



UNIWORLD GROUP



BURRELL COMMUNICATIONS

JWT

FCB
FOOTE, CONE & BILDING



WHAT WE OFFER



Breakthrough Marketing Technology Transforming market insights into profitable revenue

We support go-to-market leader success as you consider introducing innovations, re-positioning existing ones or expanding your customer base using our agile process.

- You get strategic solutions customized to your unique business needs.
- You get the marketing mix to engage who will pay for what.
- You get actionable insights from data analytics.
- You get a fact-based growth plan based on data from customers you want.
- You get execution and organizational implications from market analytics.

We accelerate your growth initiatives by leveraging our decades of successful industrial and consumer experience
developing and executing commercial launches



Breakthrough Marketing Technology is celebrated for simplifying marketplace complexity to reveal what will make a business better. We use our intelligence to think our way through market noise to define and facilitate what it takes to catapult business performance to a higher level of operational effectiveness and profitable revenue. We identify what customers will pay for and what it takes to get it to them. We are recognized for helping our clients connect to their target customers and markets. By engaging our rare combination of left-brain creativity and right-brain analytics, we guide clients along the path to profitable transformation.

We are faithful to the creation of a strong sustainable business by building a creative and intellectually stimulating environment in which we can all be our best selves. Our work is enhanced by our diverse backgrounds and experiences. Our Mission? Uncover the uncertain truths our clients can use to transform their businesses with differentiated value. We translate what our clients' customers will pay for into simple facts that drive their business's performance for the better. We generate market insights to enable decisions on goals for finance, production, sales and other functions to deliver what targeted customers value. We design the business models that enable clients to achieve their business objectives with a culture that innovates ways to deliver to the market with ever-increasing effectiveness and efficiency. And we provide integrated data tools and methodologies for marketers and the whole organization to manage business transformation. With all of this, we

deliver profitable revenue and definable actions based on market intelligence. We deliver on promises with honesty, transparency, continuous learning, commitment to quality, curiosity, and empathetic listening.

CASELETS

TELL OUR STORY

CASE STUDY



Rider Service Drivers

NYC Metropolitan Transit Authority

THE PROBLEM

The MTA need to improve service to deliver a quality experience to NYC subway riders.

THE GOALS

Develop a tool to gauge the MTA delivery of quality service as defined by what is important to riders.

Analyze the performance of *Service Delivery* compared to *Rider Expectations* to identify improvements that will be recognized by riders.



CASELITS



Rider Service Drivers

NYC Metropolitan Transit Authority

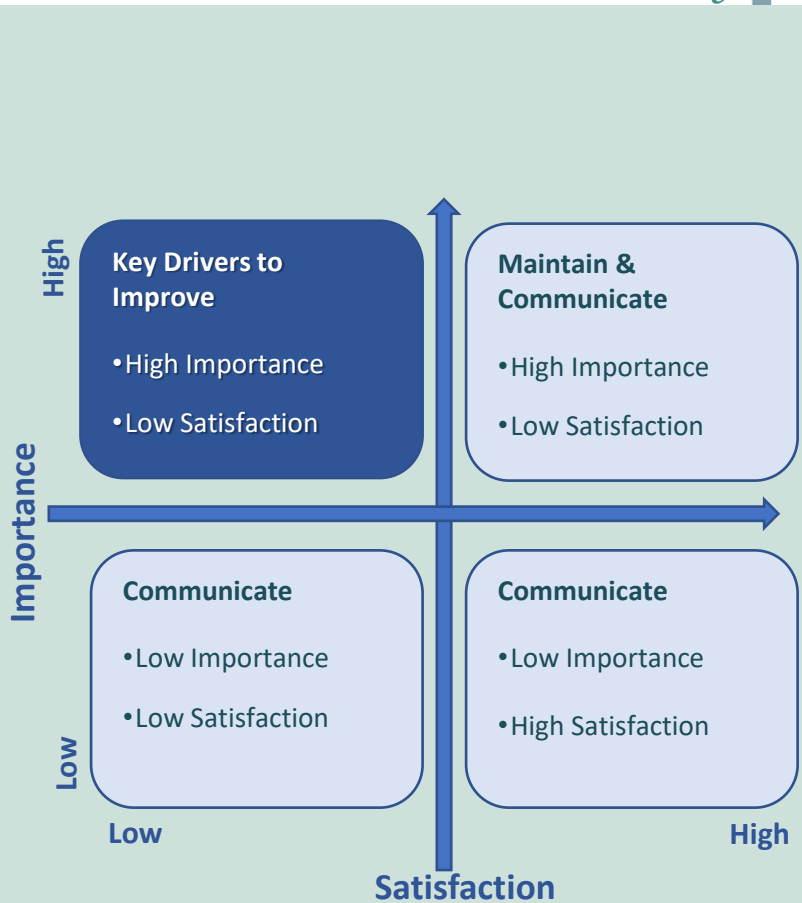
THE APPROACH

Generate Key Driver Quadrants based on a monthly rider survey.

Riders rate the service attributes relative to *Importance* & *Satisfaction*.

The top 20 are reflected in the Quadrant.

Quality performance drivers to improve are in the *High Importance* and *Low Satisfaction* quadrant.



CASELITS



Rider Service Drivers

NYC Metropolitan Transit Authority

THE RESULTS

A KPI dashboard was created reflective of attributes subway riders deemed *Important*, including:

- Cleanliness
- Timeliness
- Reliability
- Safety

The survey data established the level of *Satisfaction* with the attributes.

The **Key Drivers to Improve** chart - part of the **Subway Action Plan** and is used to focus limited agency resources on areas of *High Importance and Low Satisfaction* to riders.

| Key Drivers to Improve | Month 1 | Month 2 | Month 3 | Month 4 |
|---|---------|---------|---------|---------|
| Rush Hour Service Quality | ✓ | - | | |
| Unexpected Delays | ✓ | ✓ | | |
| Fares | | ✓ | ✓ | |
| Elevators & Escalators | | | | |
| Station Crowding | | | ✓ | |
| Announcements During Unexpected Delays | | | | ✓ |
| Information During Unplanned Service Disruptions/Delays | ✓ | | | |
| Information About When The Next Train Will Arrive | | | - | |
| Station Cleanliness | | | | |
| Station Security | | | ✓ | ✓ |
| App-Based Service | - | | - | ✓ |

CAS LETS



*Tommy Hilfiger
Retail Modeling*

Customer Retention

THE PROBLEM

Tommy Hilfiger needed help to retain customers. It is more expensive to

- Acquire customers
 - Win back customers
- than it is to retain them.

THE GOAL

Build a *survival model* so TH could act before attrition.

- Identify which customers are likely to attrite.
- Detect when they will attrite.

Measure the effect of messages on retention.

Uncover customer behavioral segmentation to produce a two-dimensional retention prioritization schema.



CAS LETS



*Tommy Hilfiger
Retail Modeling*

Customer Retention

THE APPROACH

The actionable retention approach requires a six-step process.

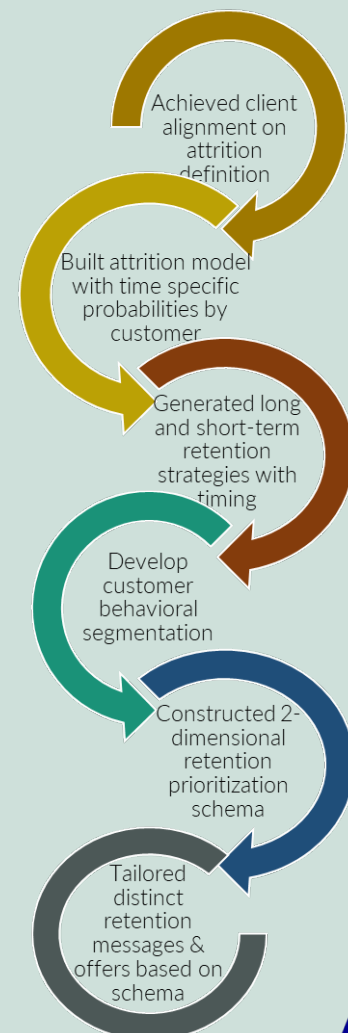
A cadence of regular client meetings shared info as data was collected, analyzed and modeled.

Over messaging can train customers to avoid or ignore communications.

Under messaging results in lost opportunities.

RESULT

In addition top to the segmentation, retention model and retention schema, a promotion intensity model predicted the optimal number of communications within a specific time frame.



CASE STUDY



Product Basket Analysis

*Atlantic Coast Media Group
- Cosmetics*

THE PROBLEM

ACMG offers thousands of SKUs to many retail outlets.

They needed to determine the next product to recommend or promote once a customer has made a purchase.

They wanted to know

- Which products to bundle or promote together to increase their share of wallet
- Which products to cross sell first since there were multiple product options
- The sequence for which product promotions should be made to maximize sell through



CASE STUDY



Product Basket Analysis

Atlantic Coast Media Group
- Cosmetics

THE APPROACH

Clean and merge disparate databases of product sales.

Analyze sales performance over time, by category and customer.

Generate a product basket analysis.

- Products A, B, and C are in the same basket.
- Product B is purchased.
- Since A, B, & C belong to the same basket, we can cross sell either product A or product C.

Deliver recommendation analysis.

- Provide *what-if* analysis to sharpen ACMG's targeting efforts.
- Determine the sequence for product promotions.



CASELETS



Product Basket Analysis

*Atlantic Coast Media Group
- Cosmetics*

THE RESULTS

ACMG used this analysis to

- Facilitate their product cross selling efforts
- Assist with product placement on their website



CAS LETS



Value-based Segmentation

Ralph Lauren Effective Target Communications

THE PROBLEM

RL wanted to develop an overall value-based segmentation framework to more effectively target and communicate to high-, medium- and low-valued customer segments.

THE APPROACH

Develop a customer segmentation model via cluster analysis and a Life Time Value solution via hazard and gamma modeling analysis.

The LTV solution was overlaid on top of the customer segmentation to form a two-dimensional, value-based customer grid.



CAS LETS



Value-based Segmentation

Ralph Lauren Effective Target Communications

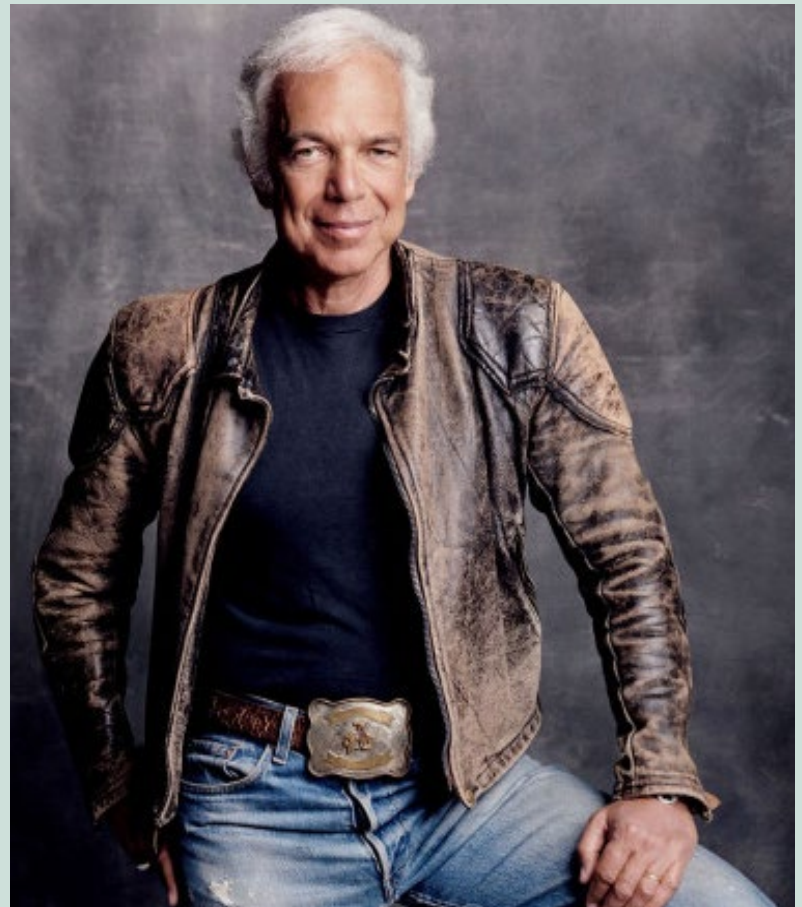
THE RESULTS

Customers were classified and assigned to different cohorts on the customer segmentation grid.

The RL marketing team developed cohort marcom strategies based on profiles.

Future LTV status determined targeting strategy:

- High-value customers targeted with *on-promotion*, higher end brands
- Low-value customers targeted with appropriate promotional offers to migrate them up to medium or high-value status, brands and subsequent promotions



CASELETS



Lifestyle Brand Extension

*GORE-TEX® PRODUCTS
Market Exploration*

THE SITUATION

The W.L. Gore & Assoc. brand recognizes serious performance athletes are its core outerwear customers.

THE PROBLEM

“A Desire for Urban Wear – Does It Exist?”

The active outdoor enthusiasts’ market is larger than the serious outerwear customer market.

Does it have a place for Gore-Tex®?

Could Gore-Tex® establish a profitable positioning by leveraging its franchises to create a new *urban wear* lifestyle brand extension?



CASELETS



Lifestyle Brand Extension

*GORE-TEX® PRODUCTS
Market Exploration*

THE APPROACH

To support the yes/no decision, W.L. Gore needed to know if there was a motivating value proposition for well-designed, branded *urban wear* with certified Gore-Tex® construction.

Following internal interviews and a review of secondary research, depth exploratory focus groups were designed and conducted in 3 markets.

Respondents were those who enjoyed select outdoor activities.

Sample garments were designed and manufactured by a variety of brand houses ranging from Prada to L.L. Bean for evaluation by respondents.



Together, improving life

CASELETS



Lifestyle Brand Extension

*GORE-TEX® PRODUCTS
Market Exploration*

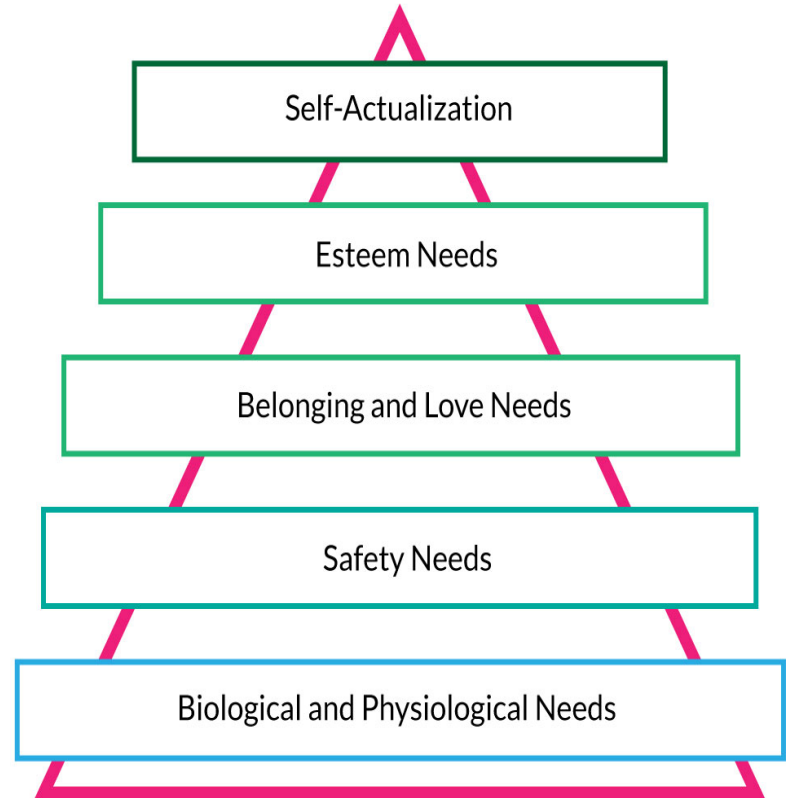
THE LEARNINGS

The qualitative research yielded a complete set of benefits delivered by Gore-Tex® garments worn in various situations.

Verbal and non-verbal stimuli were used with laddering techniques to identify benefits along the entire Maslow's hierarchy continuum.

We successfully identified new positionings and segmentation hypotheses based on the fulfillment of emotional/spiritual needs.

Maslow's Hierarchy of Needs



CASELETS



Lifestyle Brand Extension

*GORE-TEX® PRODUCTS
Market Exploration*

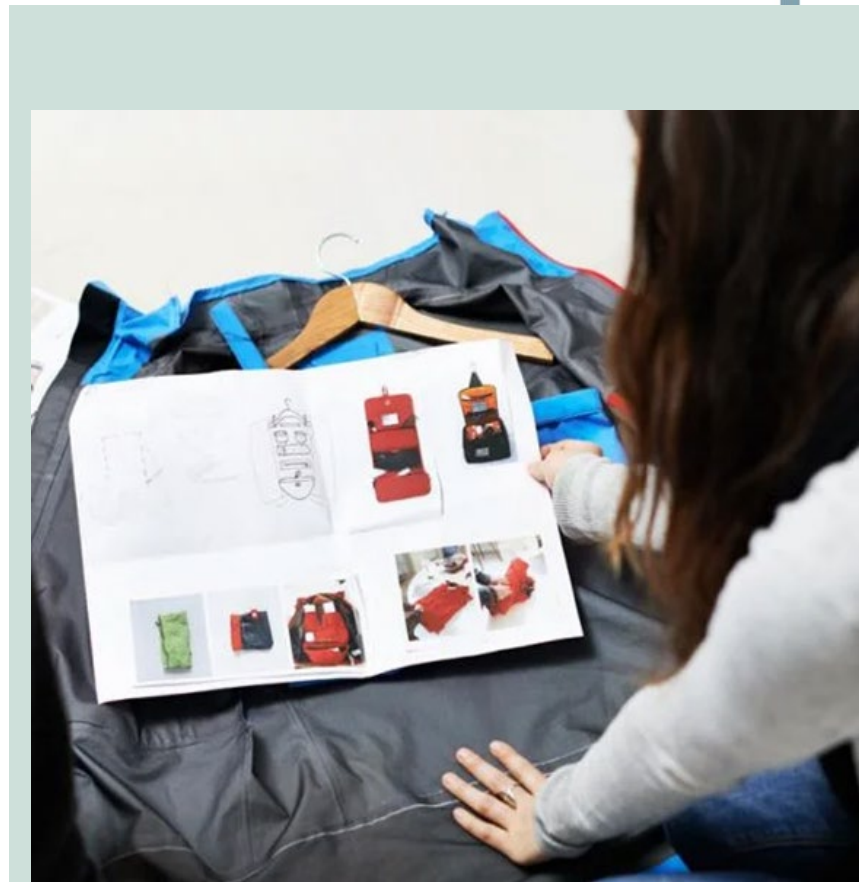
THE RESULTS

The Gore-Tex® brand is associated with activities that respondents felt brought them “**closer to God**” - a powerful finding.

The power of the outdoors to restore family cohesion was another evocative insight.

The deeper levels of meaning were linked to highly motivating behavioral drivers.

New positionings and segmentation based on the fulfillment of emotional/spiritual needs were successfully identified based on data.



GORE-TEX PRO and GORE-TEX ACTIVE PRODUCTS

CASE STUDY



Brand Messaging

U.S. Marine Corps. Recruitment

THE PROBLEM

The Corps needed to develop a platform to support the brand strategy targeting African American enlistment.

THE GOALS

Develop communications relevant and compelling to diverse audiences, *consistent* with the overall U.S. Marine Corps brand, marketing and communications strategy.

Achieve the U.S. Marine Corps mission to have diversity in its ranks that reflects the population – per U.S. Census.



CASELITS



Brand Messaging

U.S. Marine Corps. Recruitment

THE APPROACH

Developed multi-stage research design – including dozens of interviews with Marines documenting their stories.

Identified potential themes; testing themes; and pre-release research with U.S. Marine prospects and their parents/guardians.

Define the demand that would be motivated to achieve the US Marine Corps mission.



CASE STUDY



Brand Messaging

U.S. Marine Corps. Recruitment

THE RESULTS

Insights were developed to build the strategy for the Leap commercial that anchored a campaign called Real Talk.

The story is of the personal transformation that occurs when an AA Marine conquered his fear of water.

Though built against AA insights the overall theme is universal grounded in Corps brand attributes.

The commercial was reclassified for the 'general market' based on the strength of its cross-cultural appeal.

It won an Effie Award.



Click to Play <https://www.youtube.com/watch?v=uwaskivJrZE>

CASE STUDY



Multicultural Marketing

*Burrell Communications –
Invisible Black Middle Class*

THE PROBLEM

Before 2020 – In celebration of their 40th anniversary, Burrell needed to explore the segment experiencing marginalization – traditionally ignored by brands in communications.

Better define the *invisible* Black middle class that's poorly represented in the media.
Need facts to bring this point of view to clients as a source of competitive advantage.

Redefine how America thinks of the *invisible* Black middle class with creative that speaks to how they define themselves.



CASELETS



Multicultural Marketing

*Burrell Communications –
Invisible Black Middle Class*

THE APPROACH

Diversity & Inclusion Marketing to achieve equity.

Personal interviews as well as small group family discussions were filmed in NYC, Greensboro, Atlanta, Chicago and Los Angeles.

Research, screener, and guides for personal & small family interviews in each city were designed.

Professional video using production crews included director Bill Duke in LA, were hired to film the interviews.



CASE STUDY



Multicultural Marketing

*Burrell Communications –
Invisible Black Middle Class*

THE RESULTS

A written report with implications and recommendations was produced.

Footage was edited for inclusion in Burrell presentations their website.



“The Project 40 Study (Invisible Black Middle Class) is one of the most important studies today, because it highlights the important cultural differences within and between Black America and other segments, underscores the power and influence that Black America brings to the marketplace, and importantly, challenges cross-cultural marketing’s “one size fits all” approach.”

Faye Ferguson
Burrell Communication Co-CEO

CAS LETS



Brand Awareness

CertainTeed Home Building Materials

THE PROBLEM

Client desired to build awareness and favorability for their brand among home-owners doing custom builds and renovations.

Needed to understand

- How to segment consumers based on benefits derived, their decision process, outcomes and attitudes
- Emotional motivators, goals and principles that drove the decisions

Wanted to determine if there was value in an integrated approach - across silos from a deep dive into consumer aspirations, attitudes values & behaviors.



CASULETS



Brand Awareness

CertainTeed Home Building Materials

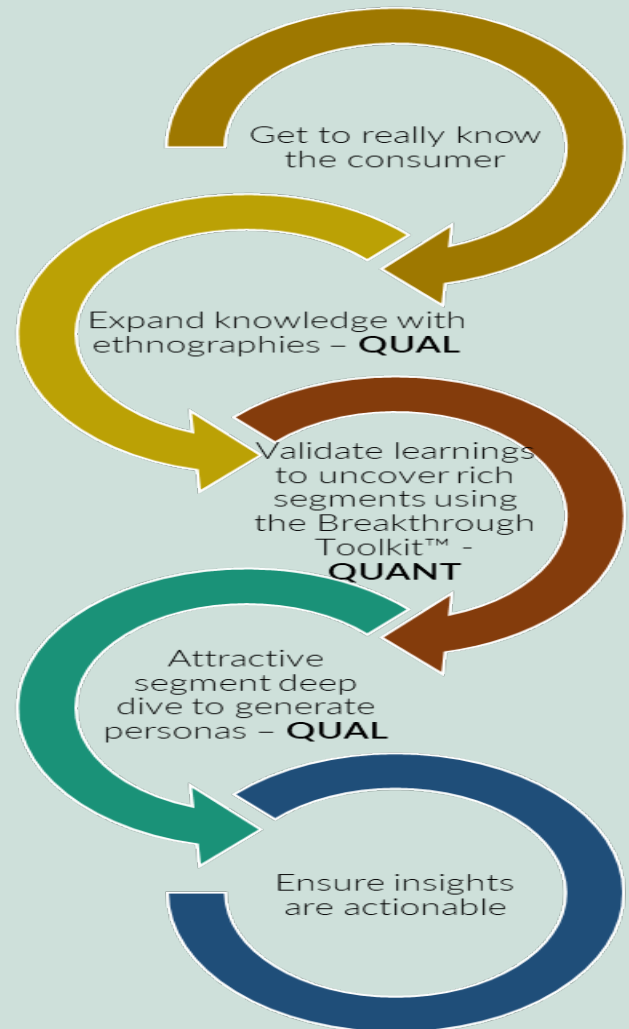
THE APPROACH

Understand the client and business objectives:

- Facilitate in-depth interaction for clarity on the market knowledge needed to act.
- Translate need into an actionable market investigation and analysis.
- Integrate findings into market exploration plan.

Define, design and deliver a deep investigation of target consumer/market.

- Utilize interviews, ethnographies, and journals.
- Address desired outcomes and potential benefits the consumer with a new value proposition.



CAS LETS



Brand Awareness

CertainTeed Home Building Materials

THE SOLUTION

In-depth client interaction to ID market knowledge needed for action.

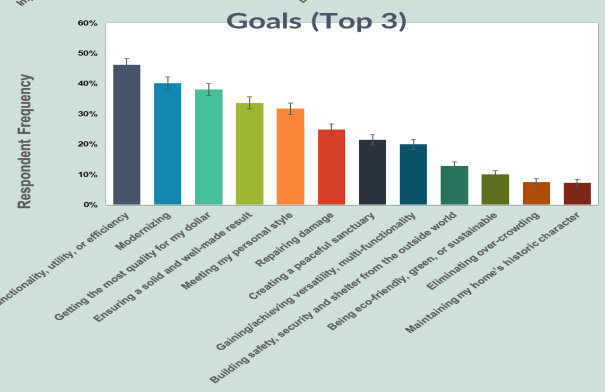
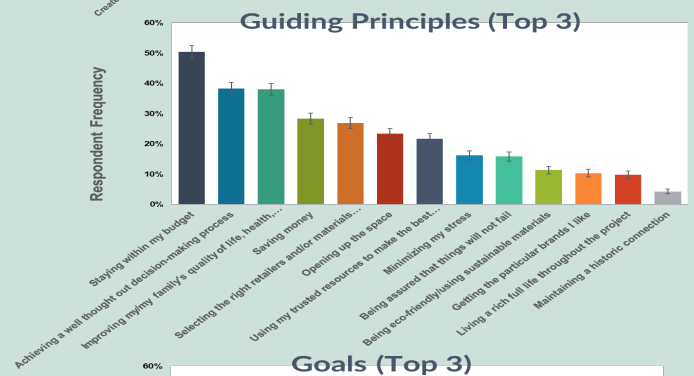
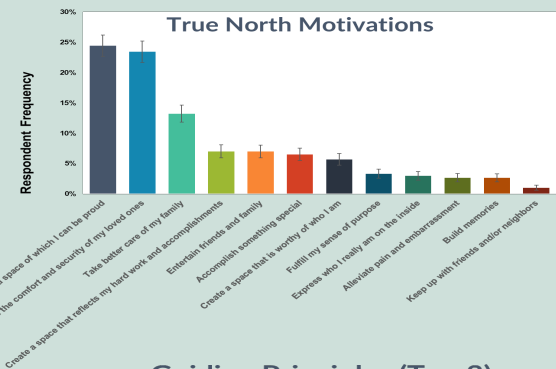
- Translated needs into an actionable market plan for investigation and analysis.
- Integrated findings into how to address the issues.

Process delivered

- Nuanced consumer understanding differentiated between motivations, goals and guiding principles around a home improvement projects
- True North* emotions

Analytics measured and validated the impact and interaction between

- True North Motivations
- Guiding Principles
- Goals



CAS LETS



Brand Awareness

*CertainTeed Home
Building Materials*

THE RESULTS

The process led to a nuanced understanding of the consumer.

Motivations, goals and guiding principles around a home improvement project were defined.

Multi-faceted segments delivered consumer insights and motivations for precise targeting.

4 distinct segments defined goals & motivations along the quantified journey.

Emotions surrounding each journey task; expected outcomes in each product category; the features desired in new products were documented based on data.



CASELETS



Positioning, Pricing & Messaging *Xerox K-12 Color*

THE PROBLEM

Increase revenue from color printers to the K-12 education market.

Sales reps serving the K-12 market shared their market experiences.

“There is no demand for color printers. Buyers will NEVER pay more for color printers!”

Margins for color printers are higher than for B&W.

Engineering and marketing built in color printer software features to support education workflows.



CASELETS



Positioning, Pricing & Messaging *Xerox K-12 Color*

THE APPROACH

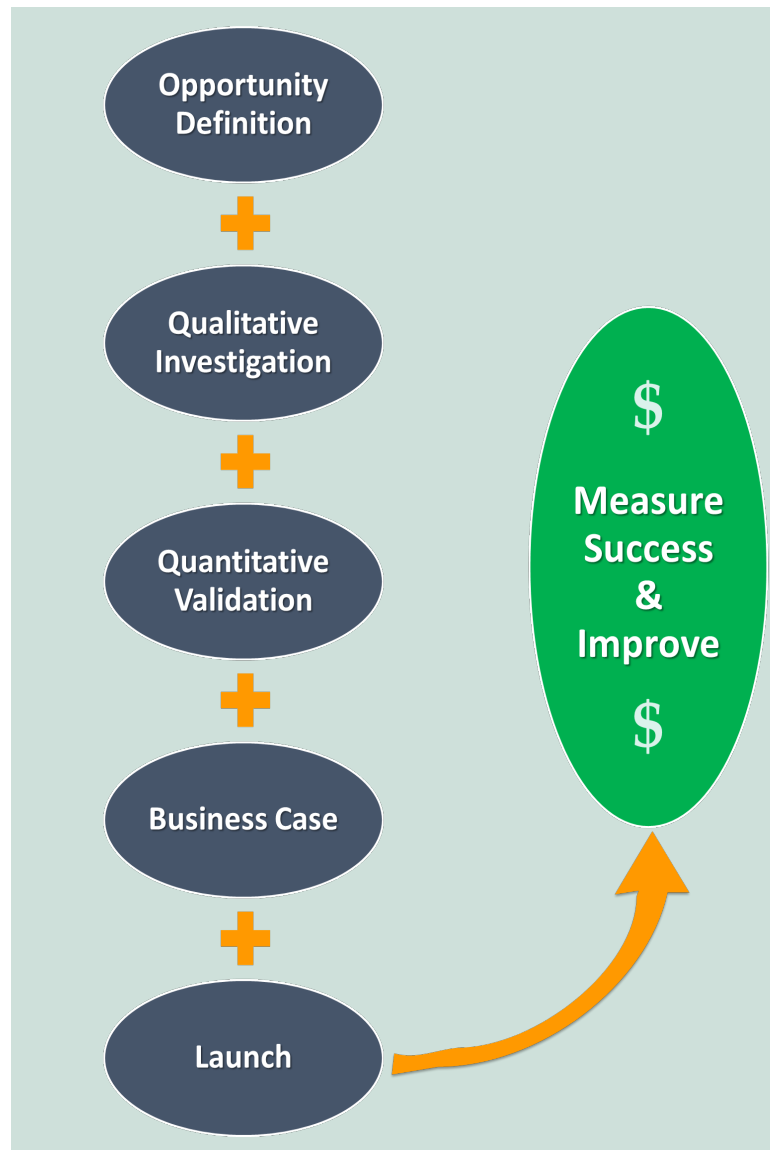
Answer the question: "What will it take to get the K-12 education market to buy color printers?"

Design for Lean Six Sigma was used to define the

- Process for the team to follow
- Tasks to be completed

Interview guides were designed. They were deployed with facilitation.

The web-based survey was fielded to teachers, principals and district procurement officers, then analyzed.



CASELETS



Positioning, Pricing & Messaging *Xerox K-12 Color*

THE LEARNINGS

Interview guides were designed. They were deployed with Breakthrough facilitation.

The web-based survey was fielded to teachers, principals and district procurement officers, then analyzed.

Experts and students agreed color makes information easier to understand and remember.

- Students struggling in math and science found the use of color even more important!



CASE STUDY



Positioning, Pricing & Messaging *Xerox K-12 Color*

THE DELIVERABLES

Market-based insights that were the foundation for intelligent decision making.

They were key to overcoming roadblocks that had loomed so large at the start.

Qualitative insights that uncovered the need.

Quantitative insights that validated the need.

Intelligent decisions could be made to speed past the competition for color and black and white devices.

Improve Learning with Color



Want to impact student performance?

Make worksheets and quizzes colorful. A survey of more than 1,000 kids says color helps them learn.

77% agree color documents boost:
**Focus
Interest
Memory**

85% believe color makes it easier to understand charts and graphs*

77% of students who use electronic tablets with handouts were just as colorful*

85% of educators agree it's easier to gain budget for devices that impact learning*

58% of educators agree color improves learning and retention*

Build on the natural ways kids learn.

Before they are barely able to walk, many of today's kids are already interacting with laptops, iPads, eReaders and smartphones, all of which are rich with full color graphics and content. By the time kids are finally ready for school, color is a normal part of how they live—and learn. Continuing to build on the natural connection kids have with color in their formal learning environment is a smart and effective strategy to help young minds grow.

54% of students are more likely to read a document that contains color*

CASE STUDY



Positioning, Pricing & Messaging *Xerox K-12 Color*

THE RESULTS

17% year-over-year sales growth in the first year

80% increase in web traffic

Xerox selling approach to the K-12 education market changed!



CASELETS



Positioning & Pricing

PTFE Dispersion Coatings

THE SITUATION

The leading producer of specialty coatings applied to commercial and industrial fabrics, metals and other solid surfaces delivering protection and aesthetics needed to grow.

Commoditization pressure on their basic offering drove the need for innovation.

Two new concept formulations were developed to change the direction of their business performance.



CASELETS



Positioning & Pricing

PTFE Dispersion Coatings

THE PROBLEM

The client needed to determine demand for the new offerings given the limited number of customers in each application market.

Find the right target application market customers for the concept they would buy. Identify which potential customers would be most ready to test and purchase.

Need to price, position, and communicate the new value proposition.



CASELETS



Positioning & Pricing

PTFE Dispersion Coatings

THE APPROACH

Hybrid VOCSM integrating qualitative interviews with quantitative pricing and positioning data collected from key decision-makers.

Data analysis to generate

- Offering descriptions that delivered customer value.
- Positioning and motivating communications.
- Price demand curves in the competitive environment.

SM servicemark Breakthrough Marketing Technology. Combines interviews with quantitative data collection for markets with limited number of participants. Copyright 2022 All right reserved



CASELETS



Positioning & Pricing

PTFE Dispersion Coatings

THE LEARNINGS

Interactive *what-if* price scenario models

- Enabled by analytics
- From discreet choice model conjoint, the prices of different competitive set feature configurations were revealed

Concepts and existing offerings were evaluated at different prices and the share of demand that would result was identified.

Comparative price elasticity of existing offerings, new concept formulations, and most likely alternatives in the commoditizing market were generated.

| Product | A | B | C | D | E |
|-------------------------|-----------------|--------------------------------|-----------------|---------------|------------------------|
| Product Design | Low Cost Import | Standard Product or Equivalent | Premium Product | Concept 1 | Concept 2 |
| Gloss Finish | Sub Standard | Standard | Standard | Standard +20% | Standard +20% |
| CCT | Sub Standard | Standard | Standard | Standard +25% | Standard +25% |
| Shelf Life | 1Yr | 1Yr | 1Yr | 3Yrs | 6 mos |
| Formulation Flexibility | Standard | Standard | Standard | Improved | Unlimited |
| Food Compatible | Unknown | Limited | Limited | Yes | Yes |
| Shear Stability | Standard | Standard | Standard x3 | Standard x10 | Requires stabilization |
| | Low Cost Import | Standard Product | Premium Product | Concept 1 | Concept 2 |
| %2012 use | | | | | |
| A | \$6.00 | \$13.00 | \$13.50 | \$10.56 | \$16.48 |
| % Used | | | | | |
| B | \$6.00 | \$10.86 | \$11.36 | \$11.64 | \$12.10 |
| % Used | | | | | |
| C | \$6.00 | \$8.71 | \$9.21 | \$9.75 | \$18.07 |
| % Used | | | | | |
| D | \$6.00 | \$11.57 | \$12.07 | \$12.45 | \$11.25 |
| % Used | | | | | |
| E | \$6.00 | \$8.00 | \$8.50 | \$13.55 | \$15.76 |
| % Used | | | | | |
| F | \$6.00 | \$10.14 | \$10.64 | \$14.43 | \$14.24 |
| % Used | | | | | |
| G | \$6.00 | \$9.43 | \$9.93 | \$15.38 | \$13.35 |
| % Used | | | | | |
| H | \$6.00 | \$12.29 | \$12.79 | \$16.25 | \$18.75 |
| % Used | | | | | |

| Baseline Price | New Price | Share | Standard Price |
|-------------------------|-----------|--------------|----------------|
| Low Cost Import | \$ 6.00 | 45.8% | \$ 6.00 |
| Standard Client Product | \$ 10.50 | 25.0% | \$ 10.50 |
| Premium Client Product | \$ 11.00 | 14.4% | \$ 11.00 |
| Concept 1 | \$ 13.00 | 11.9% | \$ 13.00 |
| Concept 2 | \$ 15.00 | 2.9% | \$ 15.00 |
| Client | | 54.2% | |



CASELETS



Positioning & Pricing

PTFE Dispersion Coatings

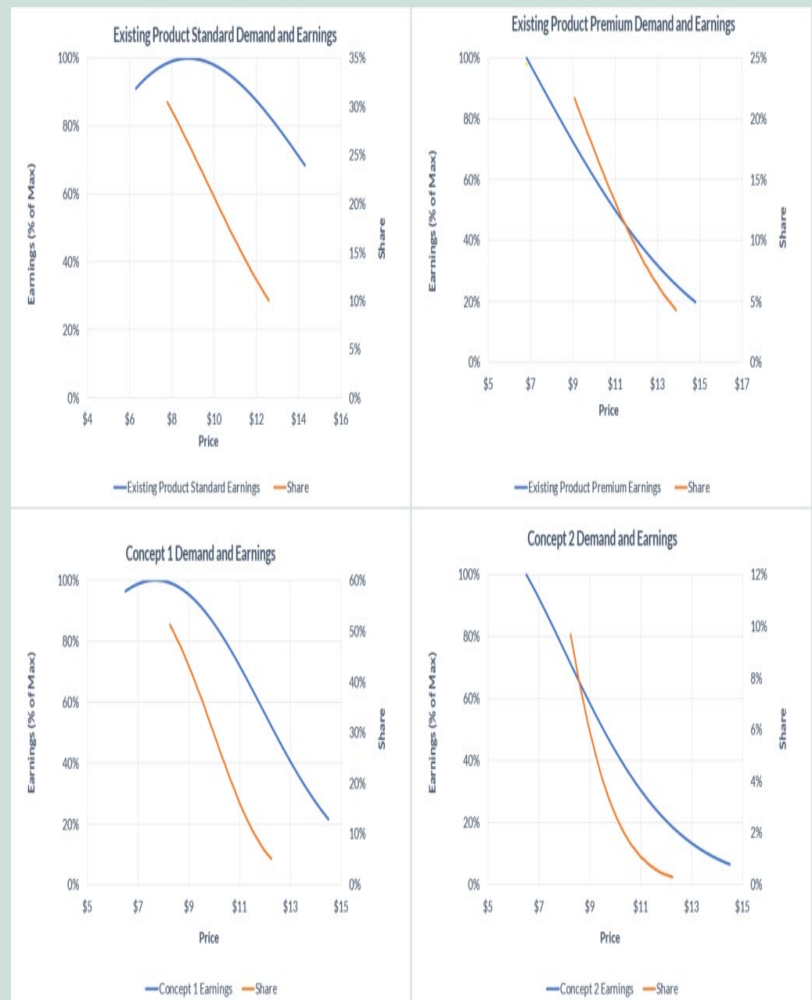
COMPETITIVE PRICING

Interactive price demand curves defined what the concept products do, how well they work, and what could be charged vs. existing products – a standard and a premium.

Optimum price range at a given share of demand and earnings resulted from conjoint analysis.

Earnings reflecting adjustable SME (share, marketing, expense) decisions were visualized.

The degree of market awareness can also be adjusted to impact the price demand curve.



CASELETS



Positioning & Pricing

PTFE Dispersion Coatings

PRICE-DEMAND and EARNINGS

Cannibalization can be explored with the organic models.

Exploration of the interactions between share and price changes of + or - 20% in the client offerings and the most likely alternative were compared and visualized.

What-if scenarios play out as the prices are adjusted.

| Baseline Price | New Price | Share | Standard Price |
|-------------------------|-----------|--------------|----------------|
| Low Cost Import | \$ 6.00 | 45.8% | \$ 6.00 |
| Standard Client Product | \$ 10.50 | 25.0% | \$ 10.50 |
| Premium Client Product | \$ 11.00 | 14.4% | \$ 11.00 |
| Concept 1 | \$ 13.00 | 11.9% | \$ 13.00 |
| Concept 2 | \$ 15.00 | 2.9% | \$ 15.00 |
| Client | | 54.2% | |

| 20% Lower Price | New Price | Share | Standard Price |
|-------------------------|-----------|--------------|----------------|
| Low Cost Import | \$ 6.00 | 36.2% | \$ 6.00 |
| Standard Client Product | \$ 8.49 | 31.5% | \$ 10.50 |
| Premium Client Product | \$ 8.90 | 20.4% | \$ 11.00 |
| Concept 1 | \$ 13.00 | 11.0% | \$ 13.00 |
| Concept 2 | \$ 15.00 | 90.0% | \$ 15.00 |
| Client | | 63.8% | |

| 20% Higher Price | New Price | Share | Standard Price |
|-------------------------|-----------|--------------|----------------|
| Low Cost Import | \$ 6.00 | 53.1% | \$ 6.00 |
| Standard Client Product | \$ 12.60 | 18.3% | \$ 10.50 |
| Premium Client Product | \$ 13.10 | 9.1% | \$ 11.00 |
| Concept 1 | \$ 13.00 | 12.1% | \$ 13.00 |
| Concept 2 | \$ 15.00 | 7.3% | \$ 15.00 |
| Client | | 46.9% | |

| C1 at Premium Product | New Price | Share | Standard Price |
|-------------------------|-----------|--------------|----------------|
| Low Cost Import | \$ 6.00 | 44.7% | \$ 6.00 |
| Standard Client Product | \$ 10.50 | 19.3% | \$ 10.50 |
| Premium Client Product | \$ 11.00 | 1.3% | \$ 11.00 |
| Concept 1 | \$ 11.00 | 24.2% | \$ 13.00 |
| Concept 2 | \$ 15.00 | 1.0% | \$ 15.00 |
| Client | | 55.3% | |

| C2 at Premium Product | New Price | Share | Standard Price |
|-------------------------|-----------|--------------|----------------|
| Low Cost Import | \$ 6.00 | 45.3% | \$ 6.00 |
| Standard Client Product | \$ 10.50 | 24.9% | \$ 10.50 |
| Premium Client Product | \$ 11.00 | 10.5% | \$ 11.00 |
| Concept 1 | \$ 13.00 | 7.5% | \$ 13.00 |
| Concept 2 | \$ 11.00 | 11.7% | \$ 15.00 |
| Client | | 54.6% | |

| Both at Premium Product | New Price | Share | Standard Price |
|-------------------------|-----------|--------------|----------------|
| Low Cost Import | \$ 6.00 | 47.4% | \$ 6.00 |
| Standard Client Product | \$ 10.50 | 20.8% | \$ 10.50 |
| Premium Client Product | \$ 11.00 | 8.4% | \$ 11.00 |
| Concept 1 | \$ 11.00 | 17.8% | \$ 13.00 |
| Concept 2 | \$ 11.00 | 5.7% | \$ 15.00 |
| Client | | 52.6% | |

CASELETS



Positioning & Pricing

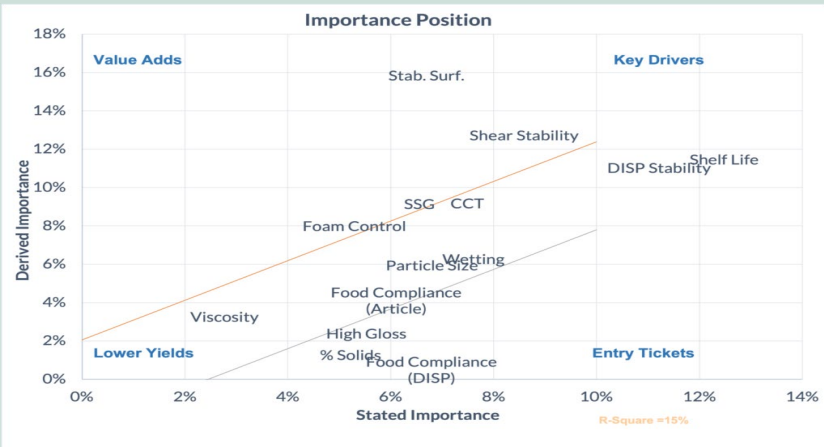
PTFE Dispersion Coatings

POSITIONING

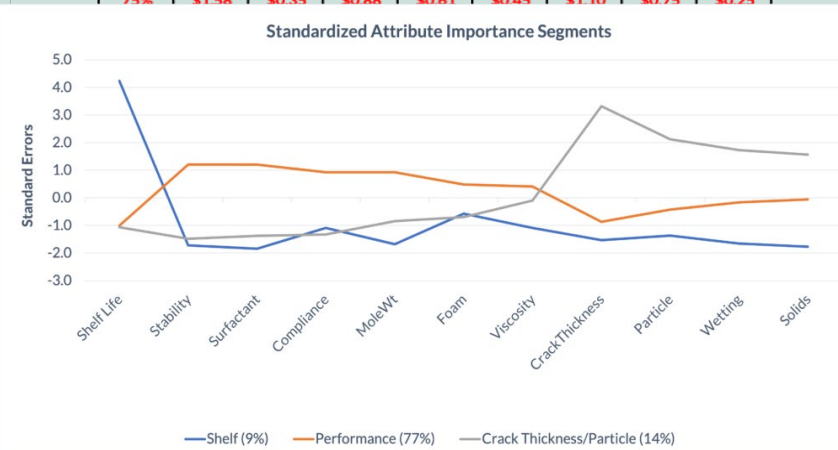
Attribute importance positioning uncovered key drivers of value desired by customers.

The value for individual and bundled features reveals the premium price customers would pay for the concept products. Feature value-based segments identified substantial segments and their drivers.

Finally, segment positioning was based on attribute importance, feature value, and attribute segmentation.



| | Bundle | Better Finish | Life | Passes 25% | Tensile | Passes 50% | Adhesion | No Stabilizers |
|----------------|--------|---------------|--------|------------|---------|------------|----------|----------------|
| Average | 39.3% | 10.4% | 24.1% | 19.6% | 19.1% | 28.0% | 18.3% | 10.6% |
| 75% | 15.8% | 3.5% | 8.8% | 6.1% | 4.5% | 11.0% | 7.5% | 2.5% |
| Median | 37.5% | 5.0% | 16.7% | 14.0% | 8.0% | 26.7% | 13.3% | 5.0% |
| 25% | 54.4% | 9.5% | 31.3% | 31.7% | 23.3% | 40.0% | 25.8% | 13.8% |
| 15% | 62.7% | 23.0% | 54.0% | 39.0% | 26.2% | 48.0% | 33.8% | 24.6% |
| Average | \$3.93 | \$1.04 | \$2.41 | \$1.96 | \$1.91 | \$2.80 | \$1.83 | \$1.06 |
| 75% | \$1.58 | \$0.35 | \$0.88 | \$0.61 | \$0.45 | \$1.10 | \$0.75 | \$0.25 |



CASELETS



Positioning & Pricing

PTFE Dispersion Coatings

THE RESULTS

The client's team assessed data-supported price options under different circumstances.

Cross-functional team: Marketing and technical functions aligned to collect customer feedback together.

Process learnings were transferred to the client team: They internalized & adopted the process as the new concept-testing & commercialization tool.

Interactive data: Documented the analytic relationship between product features, price, and positioning

Accelerated data-based commercialization: Basis for modified marcom established. Recommendations delivered in 30 days, from 5 application markets.



CASE STUDY



*Small Office
Printing*

Positioning, Pricing & Messaging

THE SITUATION

Xerox – a manufacturer of office printers – considered launching a new low-end A3 multifunctional printer to the Brazilian, Russian, Indian, and Mexican markets.

Low-end A3 printers augment high-end multifunctional A4 needs.

Engineering built software features in to the new low-end A3 to support small business workflows.



CASE STUDY



*Small Office
Printing*

Positioning, Pricing & Messaging

THE PROBLEM

They wanted to understand how to position the new low-end machine and its impact on their current console.

They wanted to know the

- Need for A3 printers
- Market-based demand and customer-outcomes' segments
- Value for potential new features
- Attitudes toward A3 devices

How to price and position this new multifunctional printer against competitive alternatives vs. other A3 and A4 devices to maximize revenue, profits, and sales.



CASE STUDY



*Small Office
Printing*

Positioning, Pricing & Messaging

THE GOALS

Understand how to position low-end A3 multifunction printers and its impact on the customer current console.

The value respondents have for certain features, especially scanning, security, and productivity.

Identify the right marketing messages to most effectively reach potential customers, as well as distinguish this A3 from current printer products.



CASELETS



*Small Office
Printing*

Positioning, Pricing & Messaging

GLOBAL WEB-SURVEY

A global, web-based survey of small (<100 employees) to medium-sized (100 to 1,000 employees) businesses was conducted.

Survey data was analyzed using the Breakthrough Toolkit™. The risk of a new product launch was able to be mitigated in each region based on data.

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CASELETS



*Small Office
Printing*

Positioning, Pricing & Messaging

THE RESULTS

Statistical analytics delivered

- Product feature attribute importance & performance
- Brand value importance & performance

Outcomes' importance & performance

Competitive price simulator from conjoint choice model against analysis of 9 competitive products

Assessment of the value for additional features

Using compositional conjoint, demand for entry-level A3 was validated.



Research Tools I



Qualitative Explorations

- One-on-one interviews
- Dyads; triads; quads
- Exploratory focus groups
- Ethnographies
- Walk-the-floor observations
- Future Business HistorySM
- Strategy FlowdownSM
- Marketing communications
vehicle testing and assessment

Research Tools II



Quantitative Explorations

- Breakthrough Toolkit™
- Hybrid VOCSM
- Attribute, attitude and outcome – importance & performance
- Choice model pricing
- MSI – Market Space Investigation
- RVA – Rapid Value Assessment
- RMA – Rapid Market Assessment
- Feature benefit value & profiling
- Factor analysis and compositional conjoint
- Brand assessment including attributes & perceptions
- NPS – Net Promoter Score
- Marketing communications vehicle testing and assessment

Analytic Tools I



Basic Methodologies

- Customer Segmentation
- Customer Lifetime Value
- Response Modeling
- Deep-dive Email Analysis
- Dashboards
- Reporting

Analytic Tools II



Advanced Methodologies

- **Basket Analysis**
 - Prioritize the next product to cross-sell or upsell based on contents of current basket
 - Determine website product placement
- **Product Recommendation Analysis**
 - Determine which product to promote based on past purchase
- **Retention and Conversion Analysis**
 - Predict and mediate the behavior(s) of those who will take an identified action
- **Promotion Intensity/Optimization Analysis**
 - Determine the optimal number of customer communications within a timeframe
- **Multi-touch Attribution**
 - Maximize online conversions by optimizing TV & digital campaigns
- **Marketing Mix Modeling**
 - Maximize on and offline conversions by optimizing TV & digital campaigns



About Us



Founded in 2002, Breakthrough Marketing Technology is a business, marketing and innovation consultancy delivering actionable strategies based on fact. Breakthrough helps go-to-market leaders successfully launch new offerings with market insights based on designing, collecting, and analyzing data from the customers to be served. We define the features the market will buy and how much they will pay.

More than experience explaining what to do, we have experience doing the work our clients do. So, we know what it takes for the market insights we uncover to be transformed into plans that are actionable. That's how we guide organizations to the achievement of their strategic objectives.

Breakthrough growth strategies result in sustainable and profitable revenue. By transferring learnings, we enable our clients to do more work better themselves and install high performance processes that grow internal bench strength. Our mentoring and coaching are recognized as supports of the new processes.

We excel at using statistical analysis and predictive modeling - including AI and machine learning, to mine market and company data. Our deliverables leverage client core competencies to extract maximum customer value from every corner of client business.



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