

Problem / Opportunity

Despite enjoying higher than average unit volumes and traffic, this brand was only delivered through one channel. The client enjoyed the strongest scores across their whole category for brand strength and differentiation. This led the client to wonder if there could or would be opportunity to extend the brand into different channels.

Solution

Scotch Game explored and identified new channels and categories that would have sufficient size to warrant the investment and where brand strengths could bring differentiated value. The client and Scotch Game selected grocery as a new channel to build out. Scotch Game worked with the client to identify partners who could deliver the desired categories in which the client wished to compete. Scotch Game partnered with these companies in design, development, and deployment into grocery.

Key Benefits Realized

- New incremental income streams
- Existing customers signaling they would be more likely to both come to the master brand and use the extension
- Solutions that reinforced key brand strengths while providing stretches for when and for what to use the master brand
- Additional “free” advertising for master brand as each solution was a self-standing business unit

Leveraging the brand into new channels to generate incremental revenue and free additional advertising exposure**Snapshot**

With all of its revenue and income coming from just one channel, this company realized it could address both a risk and an opportunity by broadening its distribution. Scotch Game explored various extensions that would drive incremental income, be accretive in terms of attributes for the master brand, and provide some form of additional publicity and exposure for the master brand. This work led to partnering with various manufacturers in the design, development, and deployment into grocery.