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# Brand Stretch

## How Far Can Your Brand Stretch?

### Grow Your User Base and Revenue

Each year companies spend millions of dollars trying to create and develop innovative ways to enter new markets. And every year, most of those promising new ideas fail to meet expectations for expanding the customer base and revenue streams. There's another way to grow the user base and increase profits—without the effort and expense of launching a new brand. You can build on your brand's equity and capabilities and expand into new areas.

### An Innovative Approach to Brand Extension

There's no question that a brand extension can be effective. There are many success stories: John Deere branded merchandise, Honda lawnmowers, Nike eyewear, Michelin guides, Caterpillar work boots, Arm & Hammer toothpaste, and Ralph Lauren linens all leveraged successful brands to enlarge the user base and grow revenues. In each case, a brand that was well-established in one category made a strategic and sound leap to another.

The question is how to stretch a brand—and how much. MarketTools' Brand Stretch solution uses an engaging respondent-driven survey technology that enables consumers to tell you where they see your brand competing now and in the future, and which of its characteristics will transfer to new markets. The results reveal the best opportunities for extending your brand, and tell you how to make the most of those opportunities.

### Steps in Seeking New Markets

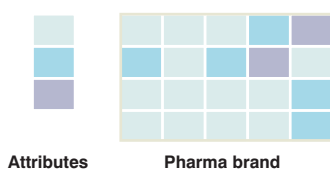
A brand extension is most likely to succeed if consumers feel that the brand fits a new category. This calls for an understanding of consumers' perceptions of the brand's personality and attributes.

Brand Stretch gives you fresh feedback—straight from consumers—about the attributes that describe and distinguish your brand from others in its current market. These core equities can translate very well into new markets and Brand Stretch will identify those markets.

The next step is identifying growth opportunities based on functions that your brand performs today and that it could perform in the future. This process involves associating brands with groups of functions to assess brand fit across a wide range of categories.

Brand Stretch then identifies several new markets to pursue now and in the years to come. The new markets are further evaluated by the extent to which consumers who buy in those markets are receptive to new choices. The result is a clearly delineated path to brand growth in new arenas, along with guidance regarding the core brand attributes to bring to those markets.

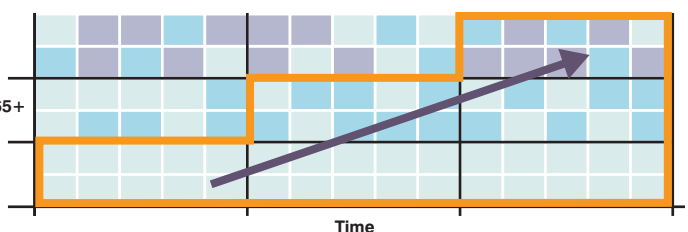
### Brand Stretch—Expand into new markets. Pharmaceutical example.



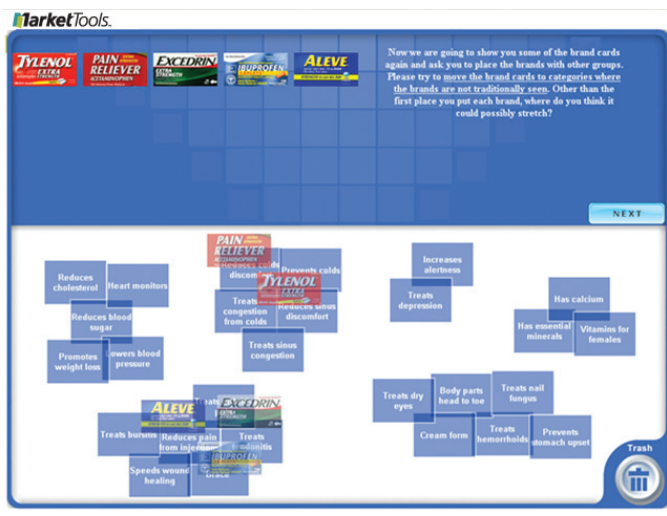
New Market 2: Prevents flu

New Market 1: Vitamins for age 65+

Current market: Prevents colds



# Brand Stretch



Brand Stretch uses an engaging survey technology that reveals the best opportunities for extending your brand.

## Key Benefits

Brand Stretch uses a highly engaging methodology to uncover opportunities for expanding brands into profitable new arenas. Marketers learn where their brands can stretch and how to get them there by building on the brand's inherent strengths.

Specifically, Brand Stretch enables marketers to achieve the following benefits:

- > **Identify new product opportunities** in a quick and focused manner
- > **Reduce costs of bringing products to market**—since consumers are already receptive
- > **Reduce risk**—consumers tell you where your brand can succeed
- > **Achieve synergies** with your parent brand
- > **Bring “news”** to a new category and to your brand

## Process Overview

Brand Stretch begins with free-form drag and drop exercises. It then uses sophisticated analytics to analyze and prioritize new categories to pursue.

MarketTools' team of experts consults with you every step of the way, beginning with an understanding of your brand's core characteristics and then exploring the tasks it performs now and that it could perform in the future. Moving from there, we identify the best stretch opportunities for your brand and prioritize them by time frames—near term, medium term and long term. In essence, we tell you where to stretch your brand and what to say about it once you get there.

## Who Can Benefit from Brand Stretch?

Marketers with brands encompassing a wide range of consumer packaged goods, durable goods, and products and services in virtually every industry are candidates for MarketTools' Brand Stretch.

## About MarketTools

MarketTools is the leading technology and solutions provider of Customer Insight Management solutions for the world's market leaders. Through a unique combination of best-in-class research platforms, quality-assured global panels, and research innovation, MarketTools enables companies to better identify new opportunities, fuel greater product success, and build customer advocacy. As the first company to make online surveys widely available on the Web, MarketTools continues its market-leading position by providing the broadest range of powerful, accurate, and integrated customer insight technologies that empower companies to become the most customer-centric organizations in their industries. MarketTools' premier portfolio of technology-based insight brands includes Zoomerang,™ zTelligence Survey Manager, CustomerSat,™ TrueSample,™ Insight Networks,™ Idea Networks,™ and ZoomPanel.™

MarketTools is a privately held company with corporate headquarters in San Francisco and European headquarters in London. For more information please visit [www.markettools.eu](http://www.markettools.eu).



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