



# Developing Own Brand Strategy for International Retailers



Insight's own brand workshops take an in-depth look at the own brand strategies and offers of each of the UK's major food retailers. Workshops are highly interactive and a valuable exercise for companies wishing to benchmark their own brand development against world class operators and to take time out as a team to consider their own range, brand message and market position.

*'We wanted a review on our own brand strategy and benchmark our business against UK retailers. Insight's workshop really helped us understand the market player positions from ASDA to Waitrose. And the time outside of our own work environment facilitated by experienced consultants was very valuable.'*

Gianluca di Venanzo, Direttore Generale, DESPAR SERVIZI  
[Managing Director, SPAR ITALY]

## Own brands – poised for continued growth worldwide and the UK food retail case study

The global economic slump has accelerated own brand growth internationally. The trend for ever increasing own brand penetration makes this a defining issue in retail today and more importantly into the future.

UK grocery retail provides an excellent case study. Own brand penetration is one of the highest anywhere in the world, in excess of 40%. The impact of this is best seen on-shelf and in battle for control of shelf.

**The Insight Workshop:** These workshops run over 3 days and are a combination of presentations, round table discussions and retail visits into the major UK food retailers, cooperative retailers and symbol groups.

The workshop begins with a half day of introductory presentations in conjunction with **Insight's Independent Associated Consultants**.

We evaluate the broader retail market in the UK and then look at individual own brand positioning.

Our practical phase then consists of 1.5 days of retail study tour visits. Store visits focus on identifying key elements of each retailer's own brand strategies including;

**brand segmentation, price v brand leader, promotional strategies, shelf position and space allocation, range with in categories, packaging, and messages communicated:**

**i.e. fair trade, eco friendly and local sourcing.**

The store visits are equally a great opportunity to experience each market operator's overall store format, presentation and offer.

The workshop ends with a half day/full day session debriefing the retail study tours in the context of the key elements of each retail visit, contrasting the strategies and debating their individual merits. This discussion leads into the closing facilitated sessions which focus on the current position, challenges, new ideas and ways forward for the attending retail company.

- Workshops can be tailored to suit a specific focus and outcomes and adjusted in length accordingly.
- We also offer interpretation and translation services and can conduct these in all major languages.

For further details contact Dan Munford or Nicholas Scherzer at Insight Research.

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