

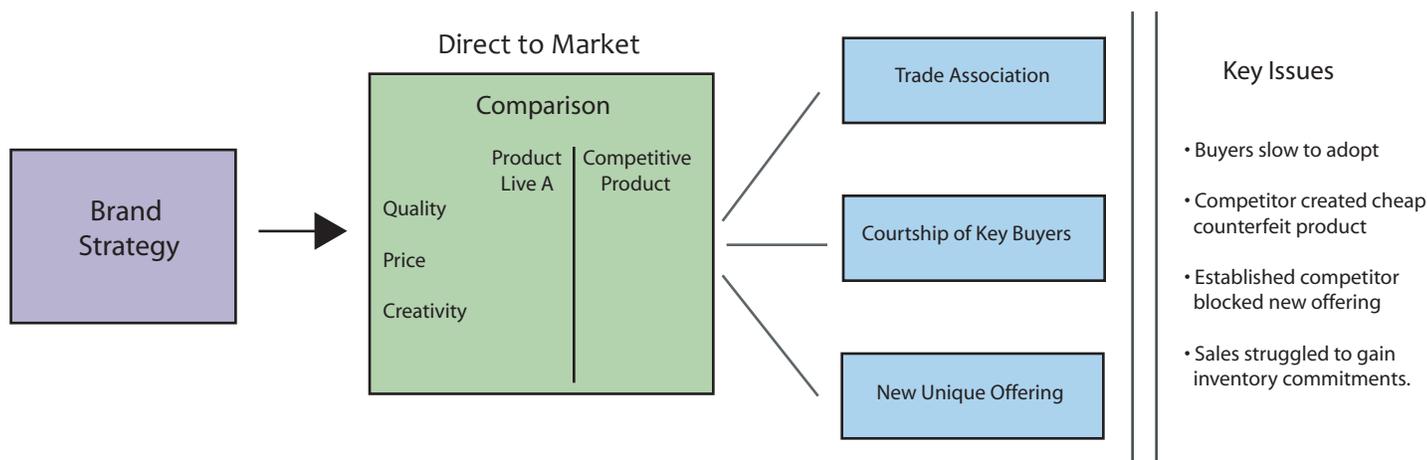


Summary We were engaged by an Italian toy manufacturer to assist with the US sales launch of a new line of building toys. Our client had prior success in Europe but needed to better understand how to influence US consumers. We developed a grass roots strategy to help them better penetrate the US market. As a result of our consumer insights our client invested in new marketing channels and had successful product launch.

- Analysis** Our Client invited us to:
- Meet with marketing management to exchange new ideas
 - Review the entire line of products
 - Examine the retailer selling aids and local promotion materials
 - Participate in their national sales meetings

- Client Strategy was to:
- Focus on quality of their product vs. competitors
 - Defend price by putting emphasis on the durability of their product
 - Contain launch by only releasing product to retailers to slow competitive response
 - Direct sell to outlets using established sales talent with buyer relationships

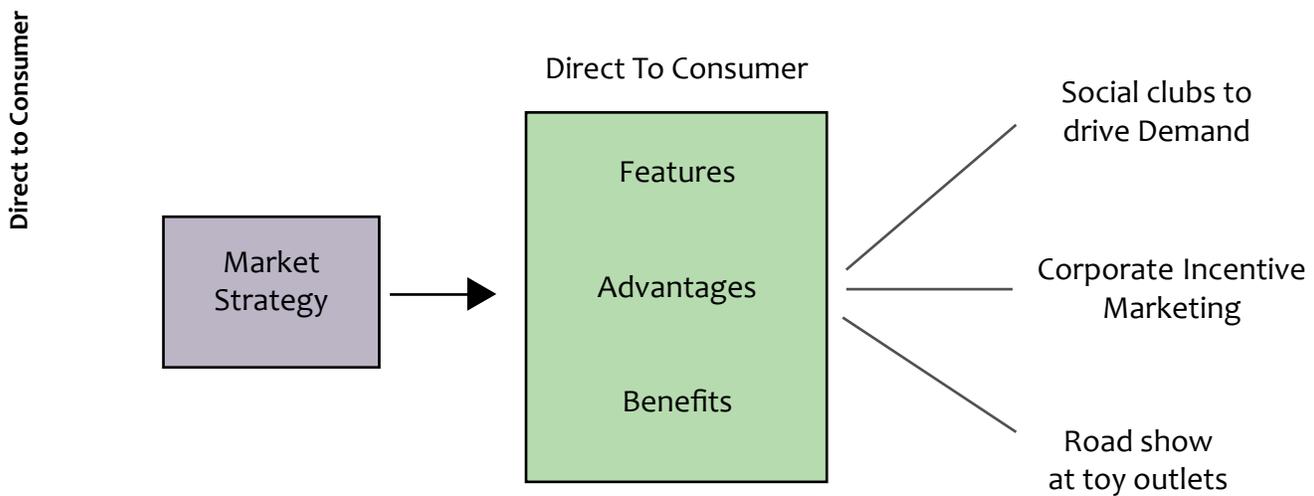
Direct to Consumer





- Challenge**
- Convey to client that safety concerns arising from focus group response
 - Describe the micro market utilizing referral sales to create demand
 - Create incentive models that focus on increasing market trust prior to pushing volume
 - Look at new distribution channels to create more brand awareness

- Solution**
- Utilize social groups, such as mom clubs, scouts, and school science organizations
 - Create an incentive marketing channel to exclusively provide the product to executive corporate buyers
 - Have presence at an RV road show with wrapped marketing to drive event traffic to distributor locations for limited pilot stops across the US



Conclusion Establish building clubs in key local markets to enable hands on familiarities with their products

Follow-Up As a result of our efforts we were invited to be part of the international toy center expo to help additional product lines. Our client continued to market product in the United States and has curved out their own share.