

Strategy3 is Ipsos' business and growth advisory firm for both the B2C and B2B sectors

We believe that in order for any business strategy, marketing plan, brand positioning, or new innovation to be successful, it must do **three** things: be rooted in the organization's strategy, be informed and inspired by customer research, and it must drive through to actual in-market activation. While there are many firms that advise on growth, very few deliver on all **three**: traditional management consultancies rarely delve deep enough into the world of the customer; creative firms don't truly leverage the power of data; research agencies can sometimes lose the big picture in the midst of analysis. That's why we are Strategy3.

We approach every challenge through **three** lenses



What We Do

Drawing from our global network of consultants across four practice areas, we work with clients to

Build • Grow • Compete



Corporate/Business Strategy

Determining the right markets in which to play, and how to win
Market Sizing • Go-to-Market Strategy • Distribution/Channel Strategy • Competitive Benchmarking • Due Diligence



Brand Strategy

Developing strategies to help your brand and products stand out
Brand Stretch • Brand Architecture/Portfolio Optimization • Brand Positioning • Brand Purpose • Brand Valuation and Investment ROI



Customer/Consumer Strategy

Understanding and reaching the right customers
Strategic Segmentation • Customer Prioritization • Consumer Journey • Omnichannel Strategy • Value Proposition Development



Innovation Strategy

Planning for and conceptualizing new products and offers
Trends/Futures Scenario Development • Early Stage Innovation Development • Innovation Scouting • Innovation Strategy and Process Development

How We Work

Our approach is tailored to each engagement, but with several consistent building blocks

01. DISCOVER & FRAME

Goal Start building the foundation for the initiative, identify key areas of interest and align on objectives.

Potential Worksteps

- Know what we know: assess all applicable existing research
- Leverage market intelligence and external view: conduct secondary research among related and unrelated industries
- Conduct one-on-one stakeholder interviews

02. UNCOVER

Reveal the most salient insights, drivers and market shifts to address existing gaps through consumer insights

- Conduct consumer, customer, market research as need to address key questions
- Approach and product agnostic but omni-channel view to all work
- Examples include: in-homes, expert interviews, online surveys, in-store intercepts, data analysis, social listening

03. STRATEGIZE

Identify opportunity spaces, key insights, and bring insights to life, linking them to business needs (SO WHAT, NOW WHAT?)

- Bring findings to life: what's new, what's different, what does it mean: deliver C-suite friendly so what, now what?
- Hold workshop/worksession to ideate around findings, opportunities, insights
- Ensure broad stakeholder engagement in findings

04. ACTIVATE

Immerse internal teams in insights and activate planning for strategy and tactics

- Link insights and findings to key elements of brand and marketing strategy
- Socialize findings and ensure internal teams empowered with data and actions to drive initiatives forward
- Ideate on and build action plans, strategies, and tactics
- Build the roadmap for growth

Some of the engagements we've recently completed



P&G

Category Growth



Future of Retail



Uber

Market Entry Strategy



Portfolio Strategy



Innovation Strategy
Development



Coca-Cola

Brand Positioning



Segmentation and
Growth Strategy



MARS

Front End Innovation



Private Label Strategy



Customer and Agent
Journey