



powerful insight.
powerful outcomes.

Competitive Simulation Workshops®

A powerful tool to analyze the competitive environment

FORTIFY YOUR COMPETITIVE POSITION

Jump into an in-depth engagement with the competitive set to:

- Evaluate current and potential competitive marketing strategies
- Dissect and rate possible threats
- Identify the best tactics to challenge new or established products
- Develop and test competitive product messages with target customers
- Design and evaluate objection handlers



These highly interactive role-play workshops are built to help you identify the best plan of action based on an in-depth review of the current marketplace and how the balance of power among competitors may change.

CSWs ARE CRITICAL WHEN:

- A new product is entering your market
- You are the new product and want to gain share against existing competitors
- There is a dramatic change in a competitor's strategy
- Important new competitive data or studies have been released
- The FDA is focusing on safety for products in your treatment area

Competitive Simulation Workshops® follow a systematic process to review not only competing product messages, but to look more broadly at each of your main competitor's business strategy, their current or future product profile and how they are or might be positioned in the marketplace. With this information fully explored, we help your internal team to build or revise product messages, identify challenges and build rebuttals.

TVG's Competitive Simulation Workshops® offer the opportunity to evaluate and fine tune the outcomes with your target customers and market influencers. Throughout this phase of the process we continue to work with your extended brand team to iteratively fine tune the messages and objection handlers and identify the solutions with the greatest potential for success.

At the conclusion of both phases of a CSW, we provide recommendations for the Brand Team and the advertising agency for directional changes and messaging strategies.

EXPLORE ALL VALID POINTS OF VIEW

Throughout the process, TVG's expert workshop facilitators keep the team on track and guide you toward the best possible outcomes:

- Asking the tough/objective questions to encourage out-of-the-box thinking
- Helping you move past prior beliefs and blind spots
- Providing the benefit of in-depth industry experience across products and companies

FOCUS ON GAINING OR MAINTAINING YOUR COMPETITIVE ADVANTAGE

For more information about TVG's Competitive Simulation Workshops® or any of TVG's marketing research or consulting services, contact:

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