We are experts in growing emerging food/bev CPG brands.

Growth Map

In CPG there are two primary levers of growth: distribution and consumer demand. Skidmore's Growth Map is focused on creating growth through consumer demand (aka: velocity), because while distribution-based growth boosts revenue in the short term, it becomes unsustainable in the long term (aka: no velocity = no re-orders).

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Growth Map

Identify Market and Develop Product

"Natural + Something" product line designed to command a premium

Consumer Research

Understand Brand & Category

Discover how the consumer shops the category, your position and the competitors positions

Positioning Discovery

Category Trends & Insights

Position Brand

Develop a unique and compelling position & name for the brand

Brand Framework

Shopper Profile

Naming

Brand Architecture

Ider

Brand Messaging

Customer Journey Mapping

Touchpoint Messaging

Develop

Messaging

Define the path to

purchase & relevant,

intersecting messages

Create Identity

Design the brand's core visuals

Identity
Photo Strategy

Brand Architecture
Brand Standards Guide

Develop Digital Presence

Create a public position and communication platform

Website

Social Media Strategy & Platform Development

Digital Product Messaging Guide

Photo/Video Asset

Strategy & Creative Direction

Strategic Exploration

Build The Foundation

Brand Building

Brand Application

Design

Design

Packaging

and memorable

packaging system

Category Concepting

SKU-Level Packaging

Develop a communicative

Packaging Design System

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Marketing

Launch through

B2B & wholesales

Collateral and Sales

Presentation Deck

at B2B or

Other

Tools

Template

Growth Map

Marketing at Retail

Launch at Key Retailer with ideal product mix

Retailer Strategy

Promotional & Marketing Calendar

Marketing, Sales & Buyer Collateral

Brand & Product Rollout Guide

Retail Display Tool Kit

Marketing at D2C

Launch on an owned e-comm platform

D2C Strategy; Email/CRM Growth & Maintenance Strategy

Promotional & Marketing Calendar

Investor Deck Template

Brand & Product Rollout Guide

Owned Channels

Always-on awareness driving trial of your brand consistently on owned channels

Owned Channel Digital
Marketing (CRM, Social,
Email, SMS, Loyalty,
Rewards & Website
Maintenance)

At Retail

Targeted retailerspecific support to drive sales volume or velocity

At D2C

Assets

Drive traffic to the

and conversion

Campaign Strategy

Campaign Platform

Creative Templates &

website to build CRM

Campaign Strategy & Channel Recommendation

1st Party: Retailer Media/

Marketing

Industry Media: Shopping/
Coupon/List Apps & Sites

3rd Party: Contextually relevant & audience targeted marketing

Campaign Platform

Creative Templates & Assets

Test

Audit, test, and analyze all consumer-facing touchpoint

Most successful when done in partnership with brand monitoring sales data

Monthly Audit of Social, Web, Email

Monthly Research & Insights

Media/Campaign Performance Analysis

Creative Performance Analysis

Refine

Identify what's working, what's working less, and new opportunities

Quarterly Strategy & Prioritization

Annual; Planning Marketing Strategy

Planning

Create Consumer Demand

Marketing Execution

Optimization