



Gather & Grow: Knowing Your Product & Consumer

Gather & Grow

Product & Consumer

P

PLATINUM

Define the Problem You Solve

At the Platinum stage, you're no longer convincing people your product belongs on the shelf—you're ensuring it *stays* there, grows share, and commands loyalty. Your problem-to-solve must be crystal clear, emotionally resonant, and consistently reinforced across every consumer and trade touchpoint.

Questions to Work Through:

Is my core problem-to-solve still relevant in today's market, or has my competitive set shifted?

Does my brand *own* this problem in the minds of both consumers and retail buyers?

Are there sub-problems or emerging trends that could evolve my messaging without diluting it?

Do all my markets (regional, national, international) interpret my core message the same way?

Possible Next Steps:

- Commission consumer research to validate your brand positioning and identify any market-by-market differences.
- Audit all brand messaging for alignment with long-term strategy—eliminate anything that dilutes the core promise.
- Build trade sell-in stories around your problem-to-solve that prove category value and incremental growth potential.



Gather & Grow: Knowing Your Product & Consumer

Design Your Offering to Solve That Problem

Here, packaging, pricing, and innovation need to be optimized for efficiency *and* brand impact. You're looking to maintain premium perception while managing cost, speed-to-market, and multi-channel demands.

Questions to Work Through:

Is my packaging optimized for every channel I sell in—grocery, club, e-commerce, international?

Can my brand architecture support new product lines without confusing the consumer or cannibalizing core sales?

Have I built design systems that allow my team to execute consistently across SKUs, channels, and regions?

Do my pricing and pack configurations maximize margin while staying competitive in each market?

Possible Next steps:

- Conduct a full-channel packaging and display audit to ensure brand consistency and operational efficiency.
- Use consumer data to inform which innovations or pack sizes will have the highest ROI.
- Revisit supply chain and ingredient sourcing to maintain or improve quality while optimizing cost.



Gather & Grow: Knowing Your Product & Consumer

Know Your Target Consumer

At this stage, you're balancing deep engagement with your core design target and expanding your total addressable market without losing brand identity. Growth depends on knowing exactly which consumers drive velocity and which drive brand equity.

Questions to Work Through:

Have I quantified the lifetime value (LTV) of my design target customers vs. broader consumers?

Which emerging consumer segments represent the biggest growth opportunities for the next 3–5 years?

How am I gathering and using real-time consumer feedback at scale?

Does my marketing and product development calendar align with my design target's needs *and* seasonal purchase patterns?

Possible Next steps:

- Build predictive models using sales and consumer data to forecast demand by segment.
- Create separate growth strategies for retaining your design target and expanding into new markets.
- Partner with retailers to design in-store and online programs that speak directly to each consumer segment.