

One framework integrating all market factors creates a Growth Landscape to redefine your relevant market and lay the foundation for future growth.

By allowing any combination between the WHO and the HOW we create a playground for sourcing growth within and beyond consumer segments.

- **Brand stretch**  
Grow your territory by exploring potential new target groups or new moments to tap into
- **Product portfolio alignment**  
Uncovering new growth spaces for distinct positioning across your brand /product portfolio
- **Product positioning**  
Create more relevancy by crafting products and messaging addressing consumers' needs in the moments
- **Upscale targeted activities**  
Acting beyond segment silos by understand commonalities across segments to upscale your targeting activities (long-term brand building)

## Growth Landscape Example from non-alcoholic beverages category US

**WHO: Consumer mindset**

		Premium / World			Basic / Home		
		Demanding passionates	Responsible new agers	Wellbeing explorers	Routine indulgers	Conservative basics	Renegade enjoyers
<b>Status</b>	Social stage	Distinctive choice \$\$\$	Ethical statement \$\$				
	Trendy choice						
	Come together	Mini celebration \$\$\$					
<b>Health</b>	Healthy boost	Best for me and the planet \$\$\$					
	Nutrition replenishment		Pure replenishment \$		Ordinary health \$\$		
	Ordinary goodness						
<b>Thirst</b>	Everyday meal mate		Everyday thirst quencher (premium) \$\$		Everyday thirst quencher (mass market) \$\$		
	Routine thirst-quench						
	On the go standby		Ethical on the go \$			My on the go favorite \$	
	Reset & recharge		Mood shifter (premium) \$\$		Mood shifter (mass market) \$		

**HOW: Behavioral context**