

# Thwart Competitors with Multi-Brand Strategy



## situation



A large CPG company lacked successful strategies to address changes in an industry marked by major acquisitions and aggressive marketing campaigns by competitors.

## approach



Fuld + Co. facilitated a 2.5-day war game. Senior leadership simulated the competition, analyzing dynamics from pricing and marketing to private labeling and rewards programs.

## analysis



The simulation revealed that the client was not utilizing its rewards program to its full advantage and allowed the client to pressure-test defensive and offensive strategies.

## value



The client advantageously positioned its brands ahead of anticipated competitor moves just in time: one rival began publicly pursuing strategies unveiled by the war game within a month of the simulation.