

Saint Strategies: Supermarket Chain

Business Challenge/Environment

A Fortune 500 supermarket chain was under assault by big box competitors aggressively targeting its key markets in a large, multi-state area. Impacts on market share and stockholder value were dire and projected to grow.

Our Approach

Working closely with top executives, we developed a strategic plan that conformed to the client's budget and corporate culture. Key elements included:

- Risk assessments of competitive threats.
- Intensive market monitoring in key areas.
- Predictive targeting of likely competitive sites.
- Rapid response teams.
- Customized outreach and digital media programs.
- Internal legal review and management of outside counsel.
- Cost-benefit analysis for allocation of campaign resources.

Outcome

We provided the client with vital intelligence on competitive threats and engaged in over 100 site fights protecting key assets and preserving market share.

CASE STUDY