



Kelly Miano BACKGROUND

Based in Boulder, CO area
Over 20 Years in Natural CPG
Launched over 50 products

MBA focus in Marketing
BA in Ethnic Studies



Consumer BEHAVIOR

KEY QUESTIONS

What is the consumer need you are filling?

What product or behavior are you replacing?

What time of day or occasion is your product used or consumed?

What are the purchase drivers?



Product Launch LEARNINGS



TIMING IS EVERYTHING

Seasonality
Consumer & Retail Trends
Category Reviews

DETAILS MATTER

Margins
Regulations
Supply Chain

PRODUCT VIABILITY

Set up go/no-go stages throughout the process.

Research tips DATA IS KEY



THIRD PARTY RESEARCH

Hire MBA interns to not only help conduct research but for access to expensive databases such as Mintel.



CONFERENCES

Attend relevant conferences & webinars when possible. Search for post conference summaries on blogs, articles & LinkedIn.



CUSTOM RESEARCH

When budget allows, start with an Attitude & Usage study to fully understand the category. Supplement this research with concept tests prior to launch.

Madhava EXAMPLE

TURNING A COMMODITY INTO A BRAND

We identified key purchase drivers
Price, Availability & 'Local'

We positioned organic over local
We took 'local' out of conversation & launched organic honey.

We told a better story
We created our origin story, launched a Save the Bees campaign & gave the brand personality.



**WE WHISK IT,
WHISK IT GOOD**



THANK YOU
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