

Case study

A Rose by any other name

*What's the best marketing strategy for Rose Partyware? Go with Party!
or launch their own brand?*

Why?

Go with Party!	Launch own brand
Potential for high volume	The market research findings are encouraging
Limited marketing costs	First mover advantage
Would reduce number of competitors	Rose has marketing capabilities and good trade relations. It can pull it off in a competitive market
Rose can't help the independent retailers - Consolidation is inevitable	Avoids angering independent retailers
Opportunities to do the same with other big retailers	You can't trust the chains – Rose may later be dumped or asked to reduce prices
Someone else will do it if Rose doesn't	Someone else might do it if Rose doesn't
Could lose much revenue from Party! and perhaps others if it doesn't	Could lose much revenue from the independent retailers if it goes with Party!
Chains are the future and private brands are more profitable for them	Branding can be more sustainable than commoditising the product
The market might become more and more price sensitive	The branding approach is more consistent with Rose's differentiation through high-quality
These products are low-involvement	Branding can be successful in any category
Building brand awareness is expensive (e.g., through advertising)	A high quality product can be the best vehicle to build awareness
Large retailers would never allow a supplier to build its premium brand	Building the strength of your brand is the best way to curb retailer power