



Winning Today vs. Winning Tomorrow: Where will Your Growth Come From?





Growth Catalyst super-charges brand growth phase

Introduction, Growth, Maturity and Decline – these 4 stages represent the expected fate of a brand. The only question for most is: When will each stage kick in? For brands in the growth phase, the work is centered on fueling and executing a proven strategy to win consumers and customers. Once the initial strategy runs its course, brands need a clear catalyst for continued growth, or they face maturity and decline. For some brands, growth is short and sweet, measured in years. Enduring brands find consumer catalysts that extend the growth phase for decades or more. All brands must recognize that winning today and winning tomorrow may be totally different and proactively plan to sustain growth well before stagnation and maturity set in.

Enabling continued growth and redefining the secret sauce employed to win consumers is a fundamental issue for both new and established brands. Our innovative Growth Catalyst Model provides a consumer-first approach to identify and prioritize which beliefs and behaviors will unlock significant growth. Pairing this deep insight with industry expertise supplies the strategic pathway to translate proprietary understanding into meaningful growth.

Growth Catalyst Model



The Growth Catalyst process involves codifying the drivers of brand usage among current consumers AND developing a deep understanding of barriers to 1) increasing usage, and 2) recruiting new consumers to the brand. We've found that barriers are specific to products, occasions, and consumer cohorts, and not all barriers are created equal. Barriers differ greatly in terms of the effort required to change the behavior, and in the growth available from overcoming the barrier. The Growth Catalyst process prioritizes which opportunities to focus on by ranking barriers based on ease of driving behavior change paired with the overall opportunity to drive sales. Top opportunities are then evaluated and prioritized based on the overall level of risk and investment required.

The Growth Catalyst Model is a consumer-driven way to sustain long term brand growth through consumer and consumption growth. Are you ready to chart your long-term growth goals? We welcome conversation at info@seuratgroup.com