



NEW PRODUCT MARKETING GUIDE

From “good product” to “ready to range” (and ready to sell)

If you're reading this, you're probably in one of these situations:

- You've got a new product you believe in, but you're not yet confident you can explain why a retailer should range it.
- You're being pushed to “get it out there”, but you can feel there's still a lot of work to do, to give it the best chance possible.
- Or you've had interest from retailers, but you know interest from the retailer isn't the same as consumer demand.

This guide is here to help you do the foundational work that makes everything that follows easier. Nailing down your message and then applying it consistently.

Because in retail, the commercial reality is simple: if customers can't repeat your message, retailers will struggle to sell it.

This document is the precursor to our Retailer Sell-In Presentation Checklist. By the time you reach the end, you should have the raw material to build a sell-in story that feels credible, authentic, and commercially sensible.

How to use this guide

You don't need to do everything perfectly. You do need to be able to answer a few questions simply, in your own word. Don't get bogged down in marketing speak.

Each step includes: What you're trying to decide, what "good" looks like, and a short set of prompts.

Your output is a tight set of "ingredients" you can use to create packaging, product pages, POS, comms, and your retailer presentation.

STEP ONE

Choose your bullseye (so you stop sounding like everyone else)

Many consumer products don't fail because they're bad, but because their messaging is too generic.

A bullseye audience is not "the only people who might buy it". It's the group you're aiming at first, so your message lands with a punch.

What you're trying to decide

Who is this product for first, and what job are they wanting to do?



Prompts

- What is your bullseye customer is trying to achieve? (the job to be done)
- What gets in the way? (frictions: time, confidence, mess, cost, storage, effort)
- What they do instead? (competitors, habits, "do nothing")
- What would make them switch? (reassurance, ease, design, value, availability)
- Where are they likely to purchase? (channels, moments, triggers)

Two quick tests

The "say no" test. Does your bullseye mean you have to say no to something (e.g. product format, features, or messaging). Because if you're not being constrained, your bullseye isn't focused enough.

The "five-second fixture" test. Picture your product in a crowded retail bay. Would your bullseye spot it quickly and feel "this is for me"? Or would it get lost among the rest of the category?

Output you need from Step 1 (write one sentence)

We're not for everyone. We're for _____
who want _____
and are fed up with _____

STEP TWO

Define the difference

Challengers rarely win by being “just as good”. They win by being clearly better in a specific way, for a specific someone. A point of difference is a decision. And decisions come with trade-offs (price, education, proof, materials, range complexity).

What you're trying to decide

What is the one thing you want to be known for, that matters to the bullseye?



Prompts

- Our difference is: (one sentence, plain English)
- It matters because: (connect to a real frustration or outcome)
- The trade-off is: (what becomes harder, slower, or more expensive)
- What we're not trying to be: (so you stop trying to please everyone)

Output you need from Step 2

Write one sentence: We're the better choice when _____

_____ matters most.

STEP THREE

Make it feel like your brand

A strong product launch should not only explain the product. It should strengthen the brand behind it.

The way the product is named, packaged, photographed, described and promoted should feel like it belongs to your brand. If it looks and sounds generic, the product has to work much harder to be remembered.

What you're trying to decide

How should this product express the brand, and what feeling should the creative work create?

Prompts

- What should people feel when they first see it?
- What should make it feel unmistakably our brand's?
- What category clichés should we avoid?
- Does the product's creative treatment match its price point and position?

Output you need from Step 3

Complete this sentence: This product should feel _____

because our brand stands for _____

STEP FOUR

Make the difference believable

Your difference is a reason to choose. Proof is your reason to believe. And the fastest way to make proof persuasive is to demonstrate it, not describe it.

What you're trying to decide

What evidence makes your promise feel safe and credible?

Prompts

- We claim: _____
- We show it by demonstrating: _____
- So customers believe: _____

Proof can be a simple demo, before-and-after, fair comparison, reviews, reassurance, or a clear explanation that reduces confusion.

Output you need from Step 4

A short "proof list" you can deploy across pack, POS and product pages:

Proof point 1 (most persuasive): _____

Proof point 2: _____

Proof point 3: _____

STEP FIVE

Translate features into selling points people actually use

People rarely buy features, they buy the benefits and the reassurance. Your job is to turn "what it is" into "why it matters", then choose the few things worth saying first.

What you're trying to decide

What are the 3–5 selling points that do the most work at shelf?



Prompts

For each feature:

- So what? (why a shopper should care)
- Who is this for? (which moment does this serve)
- What doubt does it remove? (risk, effort, performance, mess, time)

Output you need from Step 5

Your "message hierarchy":

1. Primary promise (the big line)
2. Top 3 selling points (benefits, not features)
3. Reassurance (evidence, usage clarity, trust)

STEP SIX

Make it easy to choose

Retail shoppers browse. They compare. They take photos. They ask staff. They look something up. That's why packaging and POS aren't decoration, they're decision tools. And they aid recall too: if it doesn't feel distinctive, it won't get remembered.

What you're trying to decide

Does this product be seen and read quickly and confidently?

Prompts

- Can the bullseye spot it and "get it" in five seconds?
- Is the primary promise obvious without reading the back?
- Do the top selling points reduce doubt, rather than add clutter?
- Would a member of staff be able to explain it in one breath?

Output you need from Step 6

A simple sentence yet powerful sentence, that brings into focus the difference that makes your product stand out:

I bought _____

and guess what _____

What is it that makes your product memorable and gives it stand out? If you cannot finish that sentence in a way that is specific, and meaningful, you've still got some work to do.

STEP SEVEN

Own the "direct channel" story

Even if retail is your main route, your website and social channels are often where people go to "find out more" and confirm their decisions after seeing you on shelf. A retail buyer also told us it's also where he'd check to see if a brand is likely to support sell-through.

What you're trying to decide

What story will someone find when they look you up?

Prompts

- **Product page must answer:** What it is, who it's for, why it's better, supporting evidence, and instructions.
- **Social must reinforce:** The key promise(s), repeated consistently, with demonstrable proof.
- **Tailor trade content:** Retail buyers are not consumers (do not repost consumer content unchanged).

Output you need from Step 6

A direct-channel checklist for your product page:

- Primary promise
- Bullseye scenario
- Supporting evidence / demo
- How it works / how to use
- Reviews or reassurance
- Clear imagery

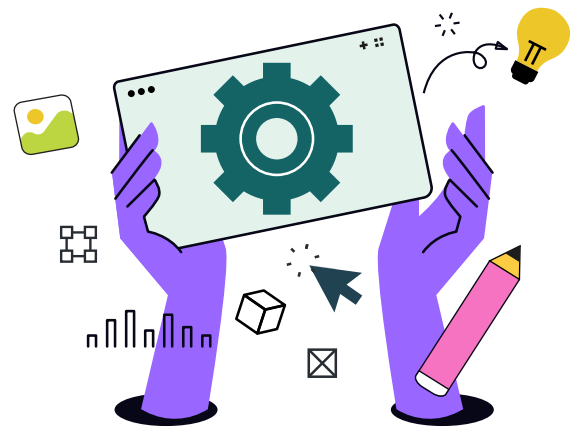
STEP EIGHT

Minimum viable asset kit

A set of assets that make you credible and easy to range.

What you're trying to decide

What do we need that will remove doubt for shoppers and retail buyers?



Minimum viable asset kit

- One strong key visual that carries the brand, not just the product
- Photography that makes the product clear and desirable
- One simple demonstration or explanation
- One in-store support idea
- One direct-channel story for web and social
- One trade-ready sell-through story

Output you need from Step 8

A one-page “asset list” that matches your hierarchy:

- What we need for shelf
- What we need for product page
- What we need for staff confidence
- What we need for proof

Before you move on: The two-audience check

Most brands forget this important point. You have two audiences: the shopper and the retail buyer.

Your job is to get it ranged and get it sold.

If your story is interesting to consumers but hard for a retail buyer to see where it fits, it will struggle.

Similarly, if your story is full of trade logic but doesn't entice a shopper, it won't work.

A quick sceptic's check

If a retailer buyer pushed back, what would they say? Typical objections (and what you need to have ready):

- **Who is this really for?** (Bullseye + trigger)
- **Why will it sell?** (Message hierarchy + proof)
- **What makes it different?** (Difference + trade-off)
- **How will you support it?** (Asset kit + consistency)
- **Is it worth the space?** (Reduce ranging risk)

Next up: Check out the Retailer Sell-In Presentation Checklist

If you've completed the outputs above, you now have the ingredients your sell-in needs:

- A tight bullseye and scenario
- A clear “better choice when...” point of difference
- Evidence that can be demonstrated
- A message hierarchy that can be quickly understood
- A direct-channel story that backs up the shelf story
- A lean asset kit that makes you look retail-ready