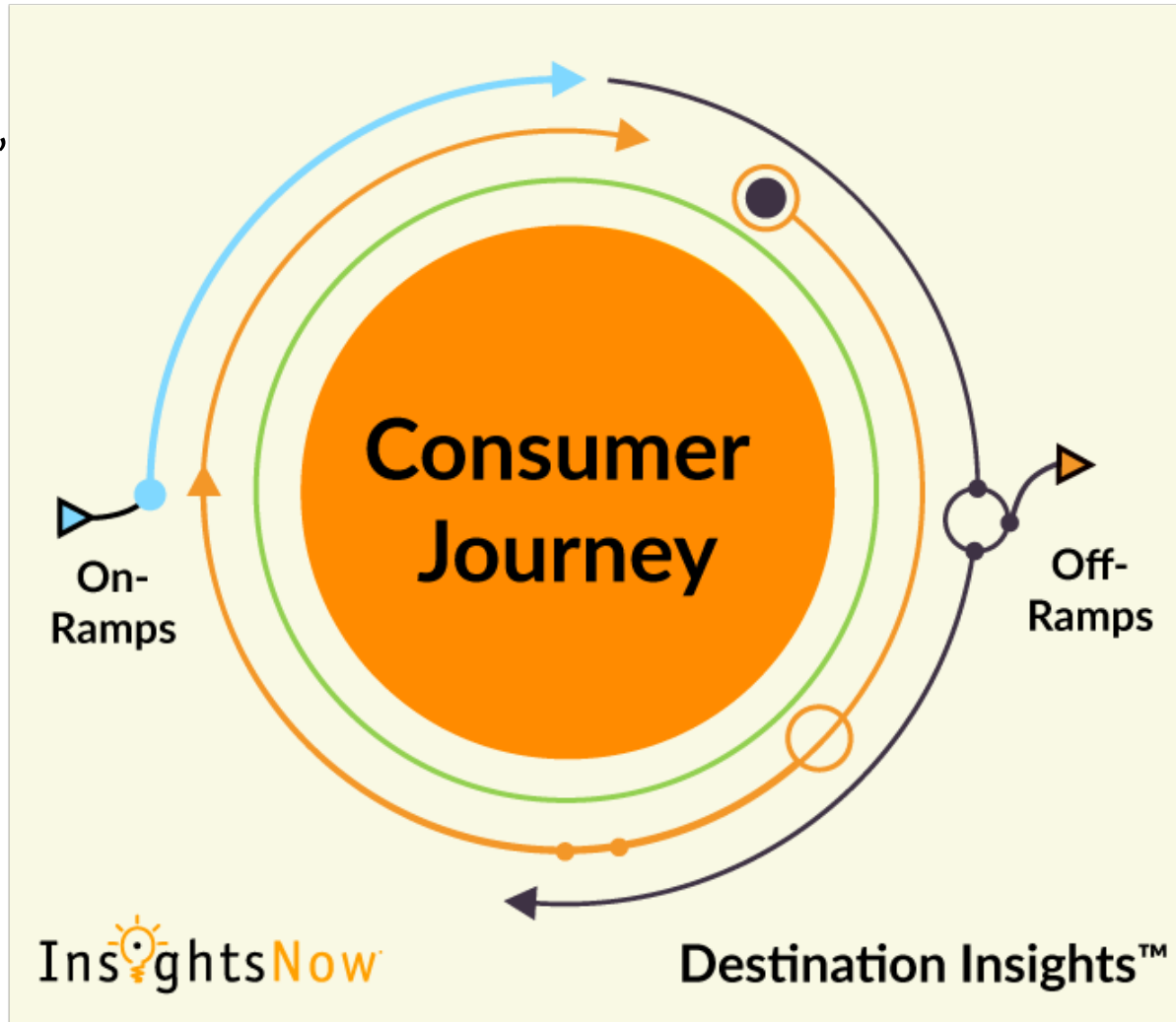


# Destinations Insights™

## How to discover 'Moments of Opportunity' for brands

All product innovation, marketing and brand development initiatives ultimately lead to a Go-To-Market plan.

Some plans are offense-oriented, developed to create on-ramps – ways to bring on new fans. Other more defensive plans are developed to minimize off-ramps - the loss of brand fans.



All plans are behavioral – based on applying new or existing knowledge about how to influence new or maintain existing consumer journeys

Understanding moments of use, experiences & attitudes help us understand on-ramps/off-ramps for categories and brands which provides insight on how to capitalize on opportunities.