

ROADMAP FOR RELAUNCHING A CPG PRODUCT



The pandemic changed many people's preferences and eating habits.

You may have had to put one or more of your products on hiatus when the COVID-19 pandemic hit or for any other reason. When conditions become more favorable, you will face the challenge of relaunching the product—or your brand.

**THIS ROADMAP WILL HELP YOU HAVE THE
BEST POSSIBLE RELAUNCH.**

01 STEP 1: SOLIDIFY THE WHY

Before any product relaunch, it's important to know why it's a good time to relaunch. It may be that demand has risen, that more people are returning to an activity where they will encounter your product, or that you have secured the funding you need to adequately support the relaunch. The why behind the launch will profoundly impact it, so it's an important step.

02 STEP 2: GET THE BUY-IN

Once you solidify your why behind the relaunch, it's time to get everyone involved to buy into it to overcome the natural resistance to change. Formulating a clear communication strategy for all of the departments and sectors of the brand will show that everyone needs to get on the same page and make sure all team members know what is coming and what is expected.



Relaunching before extensive product testing is unwise and a waste of precious time and resources.

03 STEP 3: REFRESH VISUAL ELEMENTS

Updating the visual elements of your product, like your logo, packaging, and advertising, can draw fresh interest for the product and lead to better sales. You don't want to do a complete change, but just a refresh to lend an air of newness to the product. A relaunch may be able to happen without any rebranding of visual elements, but it will always be more successful with some kind of refresh.

04 STEP 4: DO THE RESEARCH

Before relaunching, it makes sense to do **product testing** to see how your target audience will respond. Testing and research can be overdone at times, but you don't want to conduct your relaunch blind, either. Research can reveal blind spots in the relaunch plan or show where a different approach is needed, before too much money is spent or markets saturated with a product that doesn't ring all the bells.

05 STEP 5: REACH FOR ALL THE FEELS

In some ways, the emotional appeal of your relaunch will be everything, so it's important to understand your product's emotional impact and use that to your advantage. What memories, experiences, or perceptions does your product evoke? What are consumers most likely doing when they use or consume your product? Knowing these things will give your product a stronger pull so that it will be harder to resist.

WHEN NOT TO RELAUNCH

If a product is too new and has not had time to develop a strong following and consumer demand, a relaunch is probably not advisable. Likewise, if your why has not been solidified or seems hard to pin down, you may not have a compelling enough reason to relaunch the product.



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