

Q1 FORESIGHT 2023

CURIOSITY * COURAGE * CHANGE
= **COMPETITIVE ADVANTAGE**



FROM **FOLLOWERS**
TO **LEADERS**



Since the initial launch of our Foresight report in 2021, **our primary objective has been to provide our esteemed clients with valuable insights** into the **fundamental trends that will shape each upcoming year.**

In this latest report, we intend to share a framework that can enable you to systemically recreate and manage your growth pipeline. Through the provision of tools and examples that **unlock new sources of success**, we continue to support **you along your growth trajectory** and transform uncertainty into opportunity.

We strive to be more than just a service provider but rather a true **partner in your success** and are dedicated to collaborating with you and your teams to achieve optimal results and realise your full potential.

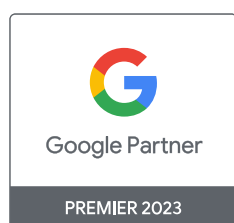
**Suzanne
Badenhorst**
Managing
Director



The 4 Pillars of Growth

Whether you are a start-up or an established business, having a **simple yet effective strategic framework** that improves your ability to **identify, implement** and **test new growth pillars** can become YOUR SECRET WEAPON – one that can help you establish and secure your **leadership position**.

Our goal with developing the 4 pillars to maximise online growth framework is to equip you with an **easy-to-implement opportunity-to-grow model** that can be **cost-effectively practised** on an ongoing basis.

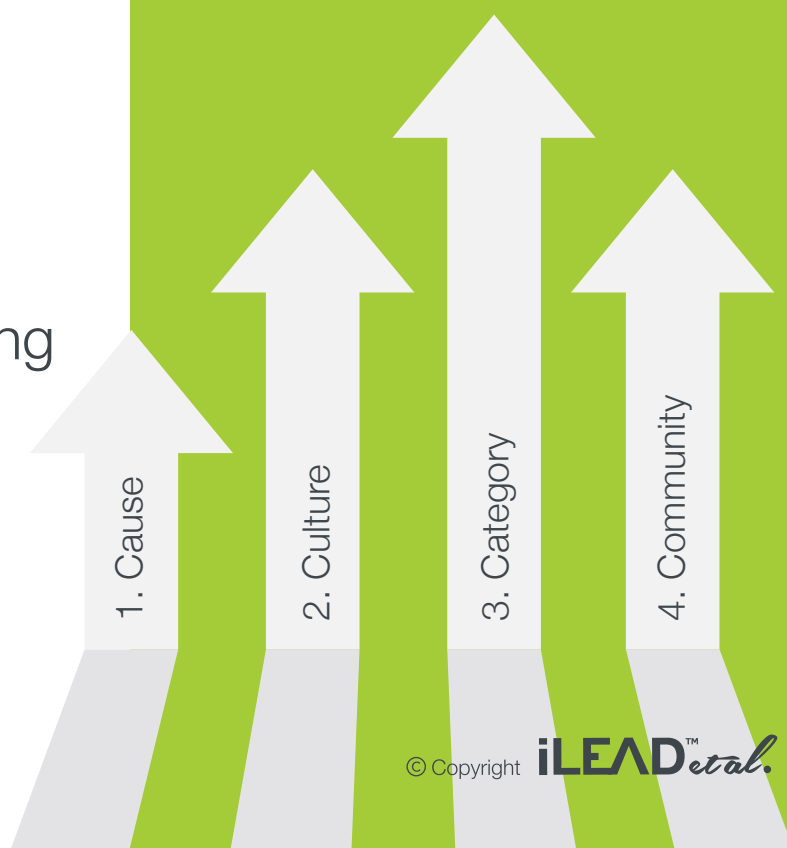


*Source: Exploding Topics

The model has evolved from our understanding of the risks associated with the investment in scaling operations.

- “Up to 90% of startups fail due to a poor product-market fit”^{*} demonstrates how businesses need to anchor their strategic thinking in a ‘customer-first’ mindset.
- Established businesses lose out if they don’t invest in ventures that are aligned with their brand, as they get stuck in a position with limited opportunities to grow.

For some brands, growth opportunities are a gradual, natural process, while others require a more focused, methodical effort. This is where the **4 growth pillars** framework comes into play.



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Customer-centric circles of **Competitive Advantage**

To keep the desirability aspect alive and well, understanding your customer is no longer enough.

Brands have to consistently keep their finger on the pulse, and this framework can enable you to **predict and respond to the customer's ever-changing needs and behaviours.**

In the simplest terms, a **brand's success is** determined by its desirability among target audiences.

The outer circle of the loop is a **data-driven approach** geared to help you identify trends and generate insights with the potential to unlock **new sources of innovation and income opportunities.**



Unlocking the **4 Pillars** of **Growth**

1 CAUSE

A platform for innovation leads to a competitive advantage.

At **iLEAD *et al***, we believe **that businesses have a higher purpose** and are instrumental in solving big societal and environmental issues. Cause marketing is a business model that considers how a business's primary operations can be re-wired to increase positive impact on people, communities and the natural world.



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CASE STUDY

The framework can be demonstrated through the lens of a brand that has managed to not only keep its relevance among original audiences but grow and evolve with them over the years. **LEGO®** is a Danish company and one of the world's leading toymakers.

From their product extensions, physical and online stores and their partnerships, LEGO's mission to ***'inspire and develop the builders of tomorrow through the power of play'***, is a vehicle for delivering on this promise.

2 CULTURE

Brands that are immersed in culture have higher rates of relevancy and relatability.

A strong and cohesive internal culture serves as a springboard for brands, allowing them to excel at determining which external culture moments are worth pursuing. The ability to predict and respond to rising trends in real-time is a sure way for a brand to increase both its capacity and resilience to successfully respond to new challenges and opportunities.

As a brand with a mission, **LEGO®** has invested in shifting advertising stereotypes and perceptions. Their long-standing brand platform, 'Rebuild the World' is utilised to promote women's and LGBTQIA+ rights to encourage a more inclusive world. While their ads are playful and true to the product, they usually carry a deeper meaning that conveys overcoming societal challenges.



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CATEGORY

When **LEGO®** discovered that **93%** of adults felt stressed out and that **80%** of them were actively seeking new ways to relax, they also learned that **88%** of adults feel much more relaxed when they are playing and that **86%** find that playing helps them unwind from work.

These findings presented LEGO with an opportunity to position themselves as the ‘champions of adult mental wellbeing’.

With this proposition, they were able to expand the children’s product category to one that is suitable for all ages. This resulted in the launch of the **Find Your Flow** platform, which allows people to enjoy **LEGO®** at any given age.

Growing or redefining a category is a strategy that can **unlock new growth opportunities** by expanding your territory and attracting new customers to your brand.

“**LEGO building isn’t just for children,** and getting creative with LEGO bricks can help adults to relax, feel creative and get a real sense of achievement.”

Genevieve Cruz, Head of Product for the Adults audience



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COMMUNITY

When we say community marketing, we mean going beyond social media followers and fans to real brand communities consisting of users with the imagination to help companies evolve and innovate, epitomising the true

meaning of **having a seat at the table for your customer.** To further nurture these communities, digital ecosystems are ideal platforms as they allow for both engagement and exploration of new ideas.

Sign up at [LEGO® IDEAS](#) to test this concept for yourself. It's a LEGO® community initiative inviting aspiring creatives to submit a future product line with their LEGO creations. If you do, please notify us so that we can cast our vote in your favour!

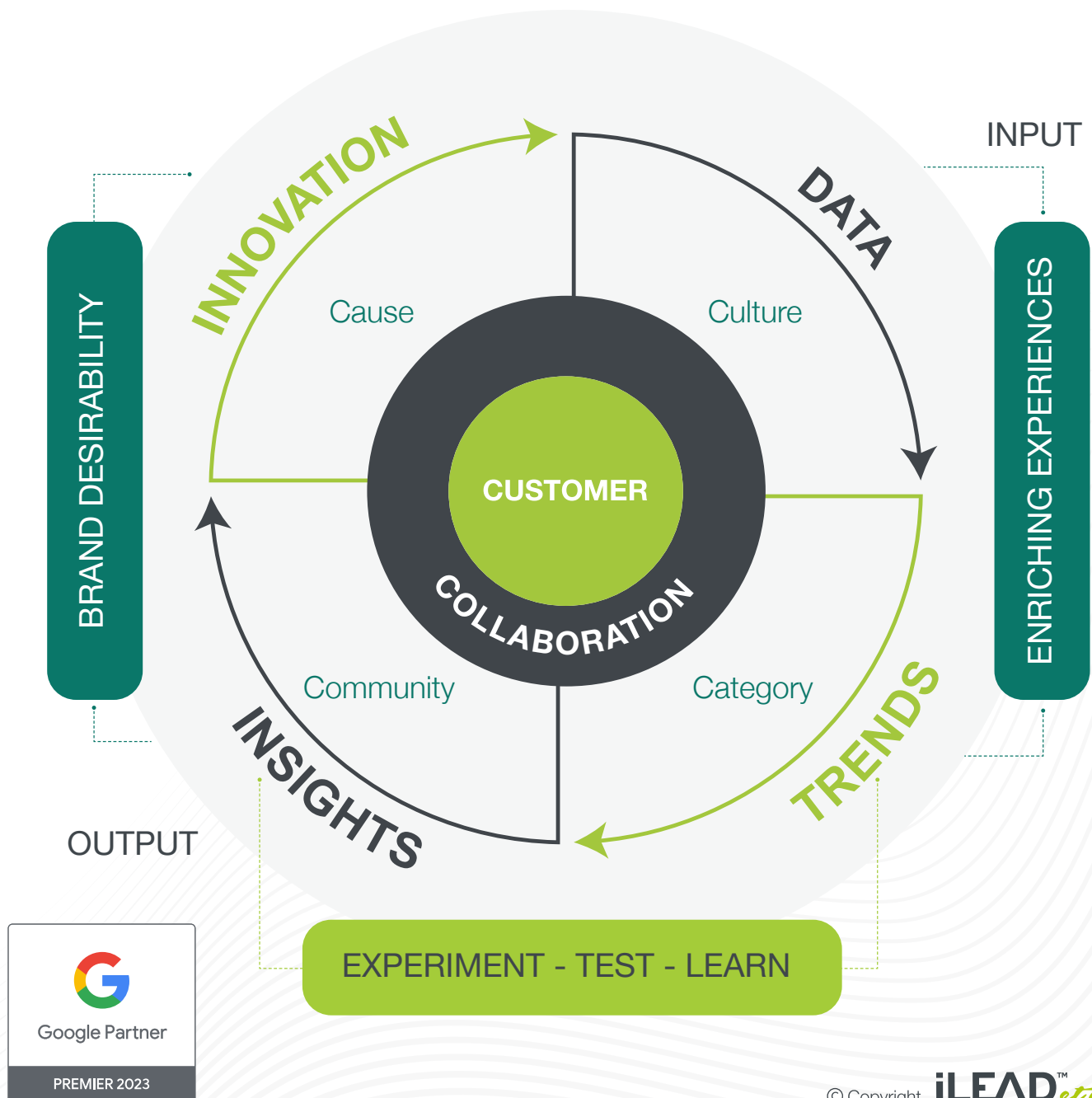


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The Online Growth Pillars Framework

The outer circle, which demonstrates the **EXPERIMENT – TEST – LEARN** approach, highlights one of the key advantages of digital – the ability to conduct experiments and gain valuable insights at a minimal cost. This enables us to test our hypotheses with ease and receive prompt feedback. With a range of tools and features such as A/B testing of landing pages, heatmaps, questionnaires, and two-way feedback mechanisms that can be implemented across multiple channels, we can gain a better understanding of the customer’s varying needs and respond to them accordingly.



Maximise your growth potential!


Navigating complex media environments requires strong partnerships. Working with the **iLEAD *et al*** team can lead you to discover new opportunities and capitalise on rising trends, ensuring your brand is fit for the digital future.



Get in touch

 www.ileadetal.co.za

 info@ileadetal.co.za

 012 771 7640

 LinkedIn

