



PROACTIVE
WORLDWIDE
OUT IN FRONT®

Competitive Simulation Uncovers Crucial Blind Spot

Proactive's War Game offering increases the probability of success in the face of market and competitive uncertainties, because your team has already considered them and is better prepared to act.

Case in Point: A client in the nutrition space faced a significant decision on non-GMO food – should they make a significant investment in marketing, reformulation, and modifying production equipment, or “wait and see”? While regulatory action was pending that could push their decision in one direction, the client was worried that competitors could make the shift and create an early competitive advantage.

The Challenge

- All of the competitors faced the potential regulatory challenge, but their timing in response or how they might use it as an advantage was open to debate. The client sought a war game to evaluate the exposure each competitor faced and what their likely approach would be, and then develop a timeline for action.

The Solution

- Proactive Worldwide created briefing books that mapped out each company's status in the non-GMO space. As pre-reads, these briefing books were key to telling the story and setting the stage for a productive war game.
- The business war game event brought together a wide array of experts within our client's organization, including manufacturing and supply chain, who played critical roles in discussing timeline and results.
- Proactive's skilled facilitators guided participants in in-depth scenario discussions, ultimately leading to well-developed assessments and action plans.



Business Value

- The event concluded that one key competitor was likely to use non-GMO labeling as a differentiator early and with limited investment required. Two other companies evaluated were both believed to be engaging in non-GMO strategies but with longer timelines.
- The outcome put urgency on our client to invest in non-GMO supply chain relationships and production capabilities ahead of expected regulatory changes. These would be a year in advance of their initial timeline.
- **The result:** Our client was ahead of regulatory developments in the market at a national level and was prepared and able to launch non-GMO products at the same time as the leading competitive threat.