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## Smart Balance case study: building brand share in functional foods

Published on July 2008

### Report Summary

#### Introduction

This report on Smart Balance forms part of Datamonitor's case studies series, which explores business practices across a variety of disciplines and business sectors. It looks at how the company has capitalized on the growing functional food market, as people look for quick fixes to improve their health.

#### Reasons to Purchase

\*Gain insight into the methods used by important industry players to give them a competitive edge

\*Identify specific areas for operational improvements

\*Capitalize on the knowledge of experienced companies when entering a new niche or market

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The functional food market is growing strongly, encompassing an expanding range of categories 2

Smart Balance has achieved strong sales since its 2007 takeover, as it attempts to create a \$1 billion mega-brand 2

Established in 1999, the company achieved sales of \$111 million in 2007 2

Smart Balance plans to become a mega-brand by expanding into new categories and distribution areas 3

The company has moved into non-dairy categories such as popcorn, cooking oil and peanut butter, as it attempts to gain an edge over its functional food rivals 4

A planned expansion into the milk market could be hindered by soaring commodity prices 4

Smart Balance plans to expand the brand's distribution network to include college cafeterias, restaurants and other food service accounts 4

The company is targeting a younger age group with a well-funded marketing campaign 5

The company launched a \$40 million marketing campaign in 2008 to promote its expanding range 5

Although its average customer is over 50, the company is targeting a younger age range through its new promotions 5

The new adverts stress the aspirational and motivational qualities of the range, to promote it as a lifestyle product 6

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