

OTC Brand Diligence for PE Sponsor Case Study



Private equity firm assesses string of legacy brand acquisitions in OTC market

Objective

Evaluate six over the counter legacy brands based on size and growth dynamics, brand equity, and relative positioning for a private equity client's first platform investment.

Approach

BCE designed a consumer survey to evaluate brand perception against flagship competitors. We leveraged our consumer brand equity framework to assess each brand's strengths, weaknesses, engagement patterns, and consumer loyalty (i.e., awareness, consideration, and likelihood to purchase). Additionally, BCE spoke with key purchasing stakeholders at retail and distribution partners to understand target brands' perceptions and category market trends. Using these research inputs, BCE analyzed each brand's market attractiveness.

Outcome

BCE recommended three opportunities for the attractive target brand:

1. Product reformulation to improve customer experience or solve for unmet market needs
2. Packaging design updates to improve ease of use
3. Marketing messaging to differentiate and rebuild brand relevance

Additionally, BCE identified the most attractive retail partners and purchasing considerations to support consumer sales.

