



## CLIENT

A UK based company with a vast portfolio of natural healthcare products

## THE CHALLENGE

To test the market potential for a new category of natural OTC products in India, with stiff competition from familiar & affordable traditional remedies.

## OUR APPROACH

Brandscapes commenced by running their integrated OIC Program (Orientation to Indian Consumer Program). This involved arranging market immersions, meeting regulatory authorities, practitioners, potential channel partners and legal teams.

This stage then fed into design of a concept cum product test across key markets to assess acceptability and market potential.

## THE WINNING INSIGHTS™

The Indian consumer shows little experimental behavior when it comes to OTC products that address common ailments, driven more by a spirit of caution rather than from being satisfied with current options. To win in this market the client needed to take on an avataar that was Indian and reassuring.

## THE RESULTS

The client was able to prioritize their product line up, as well as the entry platform that would allow them to leverage market potential optimally, and firm up their plans for a national launch.

# BRANDSCAPESWORLDWIDE

Winning Insights™ for Profitable Growth

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