



## CLIENT

Global Oral Care Major

## THE CHALLENGE

The client launched two specialized variants offering a similar proposition. The objective was to diagnose why variants were not getting their fair share, while a small, new competitor managed to wrest leadership in the specialized segment, in spite of aggressive marketing efforts by our client. What should the company do to gain its fair share?

## OUR APPROACH

Brandscapes collaborated closely with the Insights team at the client's end, analyzed data from a large number of data sources and research studies, and triangulated the information to identify the key issues. We then recommended alternate strategic routes to revitalize the brand.

## THE WINNING INSIGHTS™

Recommendations included simplifying the variant strategy, re-establishing the price-value equation, focusing effort on a key distribution channel and cues for brand communication.

## THE RESULTS

Recommendations fed into the annual business plans for the brand.

# BRANDSCAPESWORLDWIDE

Winning Insights™ for Profitable Growth

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