



CLIENT

An Indian FMCG company with a number of heritage brands in their portfolio.

THE CHALLENGE

The personal care portfolio had grown organically over the years and did not follow a logical architecture. The need was to rationalise the portfolio and identify 3/4 masterbrand opportunities with significant growth and profit potential.

OUR APPROACH

Brandscapes designed and conducted a large scale research among consumers to map out benefit spaces in the category and perceptual maps for all category brands. Through collaborative working sessions with key decision makers, we evaluated the current portfolio and devised strategy for existing and proposed new brands, to maximize potential opportunities in the category.

THE WINNING INSIGHTS™

Zeroing in on the core proposition of existing heritage brands that could be leveraged to achieve master-brand status, straddling multiple segments of personal care.

THE RESULTS

Brand portfolio strategy including existing brands with high potential and proposed new masterbrands. Brand Maps (positioning) for masterbrands and a brand architecture framework for their future growth.

BRANDSCAPESWORLDWIDE

Winning Insights™ for Profitable Growth

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