

Global Brand Management across 21 Markets

Situation

USA's No.1 privately held OTC consumer healthcare company, **Foundation Consumer Healthcare**, needed a turn-key solution to support the acquisition, and thereafter the successful management and growth of the Breathe Right brand globally.

Challenge

We were challenged to bring together separate market trademarks into one global Breathe Right footprint and manage all aspects of the brand across 21 markets.

Services

Business intelligence

- Commercial due diligence
- Market dynamics
- Category and consumer insight

Marketing services

- Global brand strategy
- Brand regulatory
- Brand guidelines
- Packaging design
- Point-of-sales
- Digital assets (market websites / TV / social)
- Brand ambassador
- Global in-market implementation

Omnichannel market execution

- Market integration and transition
- Strategy and planning
- Sales execution
- Regulatory
- Logistics
- Customer services
- Finance
- Analytics



Results

119
SKUs

6
Trademarks

21
Markets

YOY
Worldwide sales



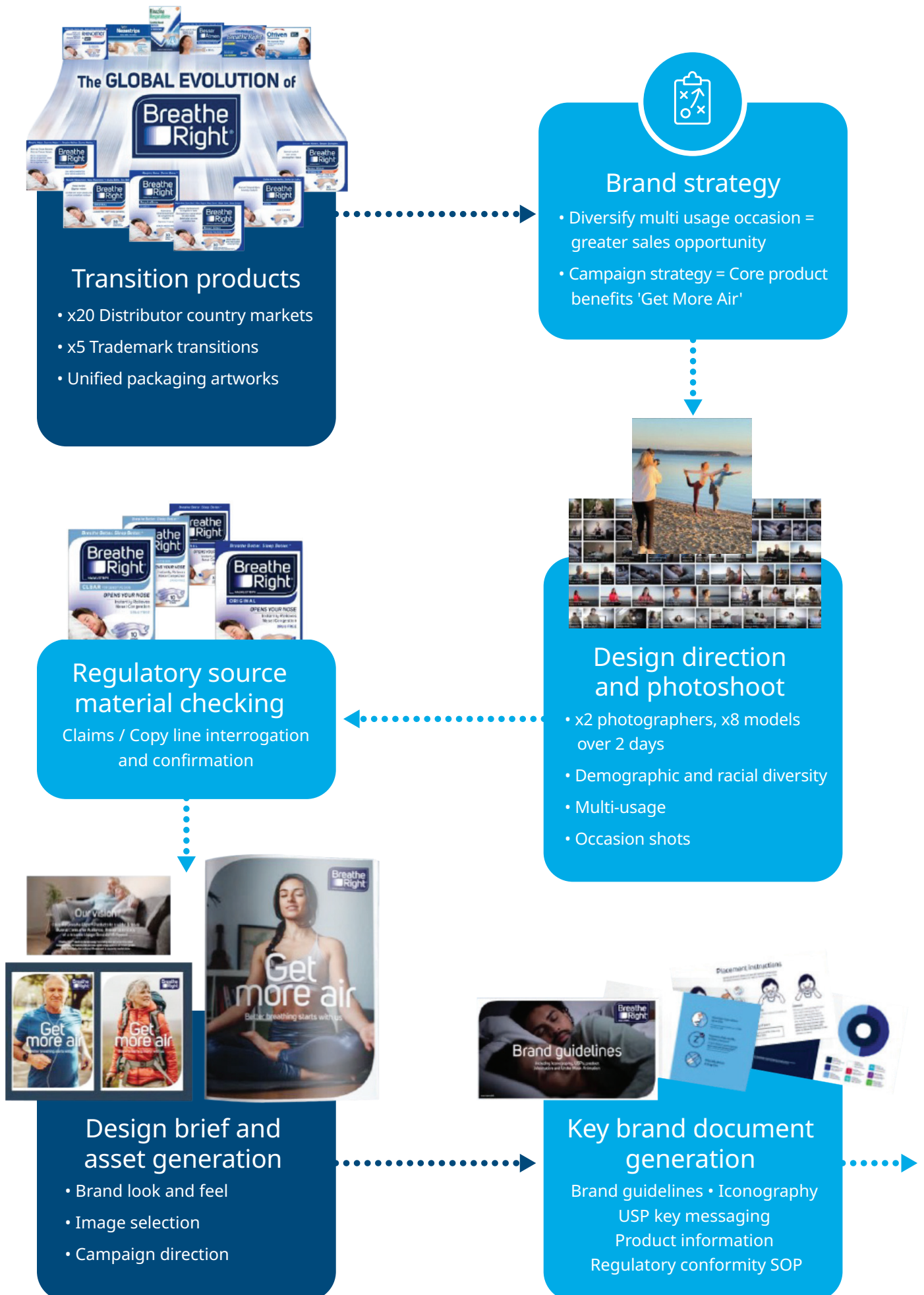
20 Contracts with

17 Distributors
in place within



6 Months

Creation of global brand and marketing assets



Creation of global brand and marketing assets (con't)



In market execution examples across channels in Spain, Germany, Greece, France and Japan

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