



Healthcare case study – aligning portfolios across markets

Our client's problem

How do we increase the efficiency of how we market our product ranges around the world?

Approach

With varying category sizes and brand shares across markets, we needed to develop a framework that would support our client's drive to a more efficient global vs. local communications equation.

Using our consultancy services, we reviewed existing research and data sources, including market and socio-economic data, cultural factors, consumer trends, etc.

From this, we were able to determine category drivers for each market and create clusters of markets based on these factors.

Outcome

Our client now works with identifiable Market Clusters which balance the need for greater efficiency with nuanced and targeted messaging.

Marketing spend and category expansion are tailored to Cluster needs and cultural influences

- Streamlined insight programmes using one market per cluster
- Sharing collateral and learning across markets
- Efficient media spend and messages that resonate

