



Customer Segmentation & Insight Activation

To better understand, prioritize, and activate the right audience with precision.

CMO+

Company : Dulux

Industry : Decorative Paint

Marketing Case type : Customer Journey Activation

Bussiness Challenges

Indonesia was the largest country for revenue and profit in South East Asia market therefore was expected to deliver the highest growth in the region.

Bussiness Objectives

To deliver revenue target growth for Indonesian market that was more than 3x of category growth.

CMO+ Approach / Marketing Goals

With category growth was at the rate of GDP growth, Dulux must disrupt the category by increasing frequency of usage.

Services Delivered

Activate deco customer jouney by focusing on igniting and stimulating target customers to paint more often.