



Branding Positioning & Repositioning

For businesses needing to sharpen, evolve, or completely rethink their brand relevance.



Company : Dulux

Industry : Decorative Paint

Marketing Case type : Brand Repositioning

Business 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. The category was seen dull with no excitement.

Business Objectives

To excite the market to help delivering high revenue target by acting as market leader to increase category penetration.

CMO+ Approach / Marketing Goals

Re-launch the entire Dulux brand to excite the market.

Services Delivered

New Dulux visual brand identity system and local market execution.