



Branding Positioning & Repositioning

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

CMO+

Company : Garnier Neril

Industry : Personal Care

Marketing Case type : Brand Positioning & Repositioning

Bussiness Challenges

Neril, the backbone of L'Oreal Consumer Division, was under threat from Wella.

Bussiness Objectives

To gain back the market leadership to secure Consumer Division business cash cow.

CMO+ Approach / Marketing Goals

Reposition Neril targeting young segments.

Services Delivered

Campaign Neril with youth brand ambassador (VJ MTV) focusing on the herited USP.