



# Marketing Strategy & Leadership

When organizations lack senior marketing leadership or need strategic direction.

CMO+

**Company : Kleenex & Trentis Tissue**

**Industry : Personal Care**

**Marketing Case type : Marketing Strategy & Leadership**

## **Business Challenges**

Tissue business was insignificant with low margin.

## **Business Objectives**

To reshape tissue business profitability.

## **CMO+ Approach / Marketing Goals**

Evaluate upstream process combining B2C and B2B assortment to improve production efficiency and overall profitability.

## **Services Delivered**

Portfolio revamp.