



Market Entry & Expansion

For companies entering new markets, launching new regions, or testing new categories.



Company : Kotex

Industry : Personal Care

Marketing Case type : Market Entry & Expansion

Bussiness Challenges

Back to early 2000s, Kotex was a strategic brand for the joint venture between Unilever and Kimberly-Clark in Indonesia to challenge P&G presence in the market. Kotex was launched to gain share in the crowded feminine care category with strong market leadership and low trialist.

Bussiness Objectives

To deliver double digit market share in less than 3 years.

CMO+ Approach / Marketing Goals

Disrupt the market by stronger marketing mix vs players in the market.

Services Delivered

Launch with winning marketing mix targeting to the core segment of trialist with disruptive brand campaign.