



Market Entry & Expansion

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

CMO+

Company : Kotex Fresh Pantyliners

Industry : Personal Care

Marketing Case type : Market Entry & Expansion

Business Challenges

Having gained presence and traction in MT, Kotex looked for expansion to panty liners segment.

Business Objectives

To gain MT revenue from growing segment.

CMO+ Approach / Marketing Goals

Launch winning proposition to challenge market leader.

Services Delivered

Launch Kotex Fresh pantyliners with better marketing mix vs market leader.