



Go-to-market (GTM) Acceleration

For launching new offerings with speed, clarity, and cross-functional alignment.



Company : Kotex

Industry : Personal Care

Marketing Case type : GTM Acceleration

Bussiness Challenges

After a year launch, Kotex has gained significant traction particularly in MT but not as successful as in GT, the 70% channel contributor.

Bussiness Objectives

To grow Kotex presence and share in GT.

CMO+ Approach / Marketing Goals

Evaluate product format to challenge GT market leader and offer new offering in the market while expanding distribution.

Services Delivered

Revamp product proposition, GT activation.