



Marketing Strategy & Leadership

When organizations lack senior marketing leadership or need strategic direction.

CMO+

Company : Shell Lubricants

Industry : Lubricants

Marketing Case type : Marketing Strategy & Leadership

Bussiness Challenges

Shell Indonesia consumer lubricants market entry in early 2000.

Bussiness Objectives

How to penetrate Indonesia's market successfully with very tight budget, competing with big players such as Pertamina, Top 1 and aggressive international brand players such as Castrol, Caltex, Esso and Motul who have been in Indonesia market longer than Shell.

CMO+ Approach / Marketing Goals

Fully understand the value chain, optimise route to market, fully integrated and carefully mapped pricing strategy across channels, carefully developed portfolio strategy inline with channel strategy.

Services Delivered

Value chain optimisation, cross channel pricing strategy, cross channel portfolio strategy, revamp the brand structure and SKU's structure, loyalty program development and execution.