

Corega Success Story

Challenge :

- To understand consumer issues and provide direction for new communications to increase penetration and growth of oral hygiene products in Central & Eastern Europe

Approach:

- Collaborative working to develop hypotheses and create stimulus
- Research in 3 countries: Videoed in-home observation and depths, in-facility depths and groups; all with 'inflation' pretasks
- Debrief and working session with client team

Results:

- Insights identified and strategy developed to direct marketing and communications. New advertising copy created and aired. Sales have increased by **nine fold** in three years

