

Lornamead Success Story

Challenge :

- To research and develop a strategy to grow LypSyl in countries outside of North America

Approach:

- Secondary research: Retail trade observation and market, competitor and opinion leader research to quantify market sizes and structure and uncover 'insights' to focus brand/ new product development

Results:

- Devised international growth and brand innovation strategy
- International expansion underway with focus on large Northern European markets. New company started in India.
- Brand revitalised, new 'beeswax products' launched and selling well



the very finest
Swedish Beeswax

