ITC entered the personal care category with Fiama Di Wills and Vivel Di Wills range of shampoos and soaps last year. Jagran Solutions executed an in-shop activation programme post-launch to increase product visibility through a market penetration exercise with the ultimate objective of creating sales and build market share. Key tasks: strong retail branding, increasing shelf size, sampling & customer acquisition, adding sales volume by consolidating purchase pattern.

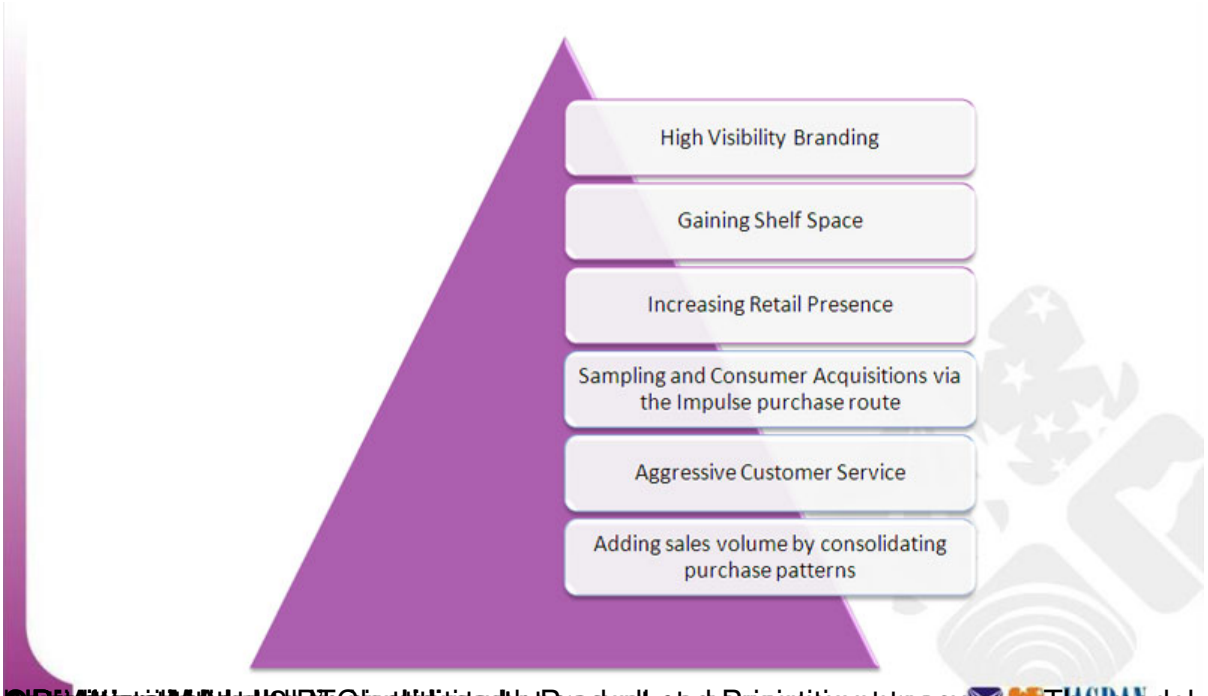
Overview

• ITC entered into personal care category with Fiama Di Wills & Vivel Di Wills range of shampoos & soaps• Create a retail sales program immediately after multi-media ATL campaign
• Key tasks to achieve are: strong retail branding, increasing shelf size, sampling & customer acquisition, excellent customer service, adding sales volume by consolidating purchase pattern
• Ultimate objective was to create Sales & build market share
• Strategy Employed: Understanding the retailing dynamics for the category, Classification of retailing formats for ITC, Studying the planogram for target outlets, Defining consumer behavior & catchment areas, Role of strategic POS & in store visibility, Role of Training & Customer Service to Sales Force , Creating a well defined model for the project
• Key Action Points: Market Analysis, Short-listing Stores, Optimising POS Visibility, Hiring Sales Staff, Training on Brand & Selling Skills, Monitoring Branding & Stock, Standardizing Control & Reporting Formats

Brief

• ITC entered into a cluttered personal care market with its range of shampoos and soaps.• The range was launched through an aggressive ATL campaign.
• Post the launch ITC aimed to increase the visibility of the product in the market through a market penetration exercise.
• The focus was to maximize SELL OUT thus increasing the market share in that segment.

Objective



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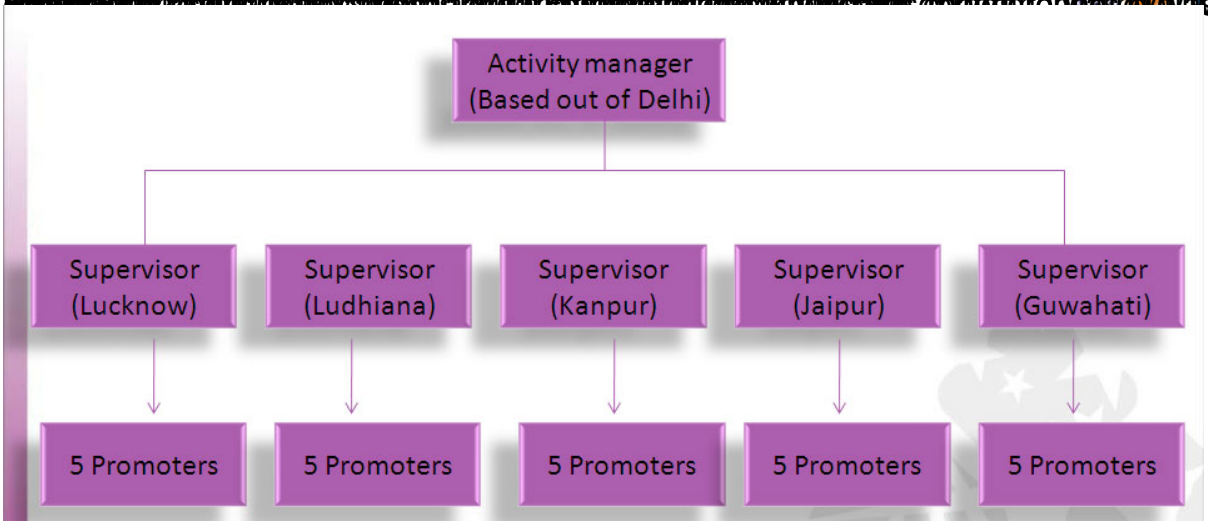
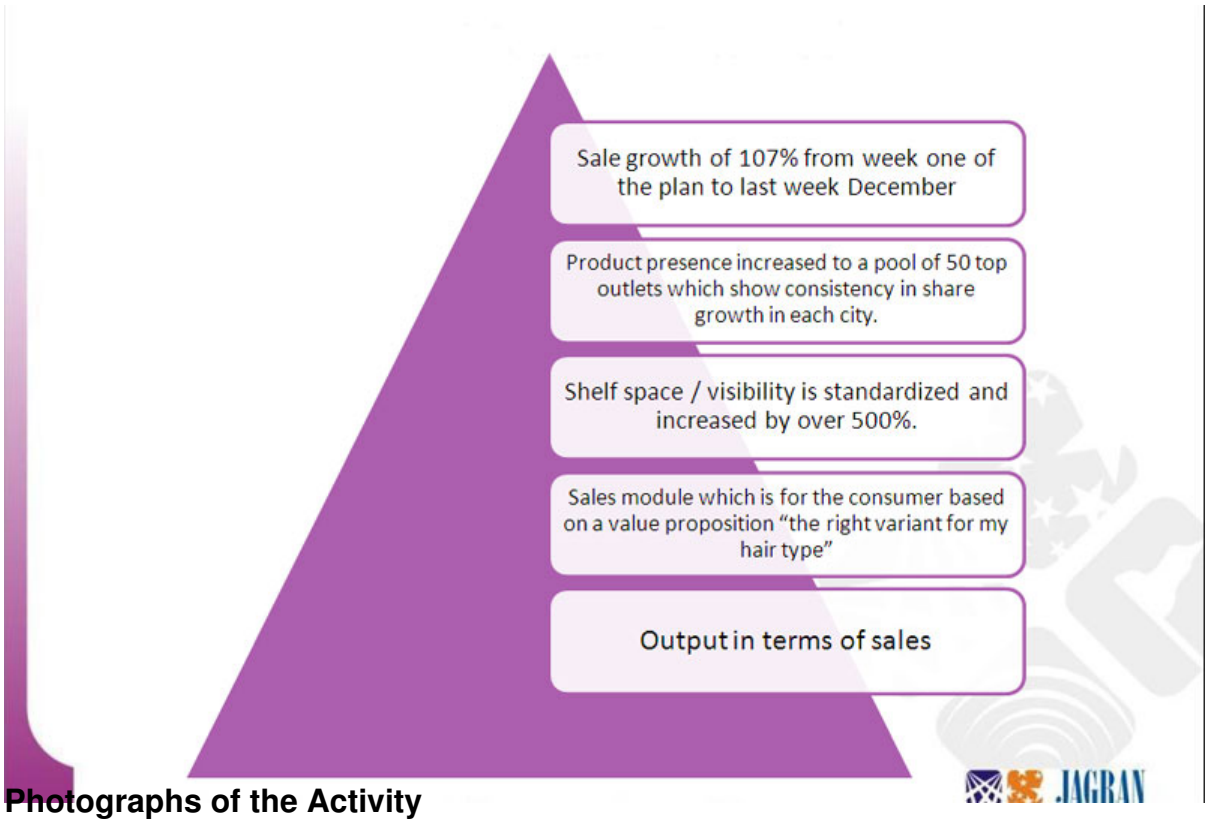


Sample Delivered advertised across 5 points of time, maximum of 5 outlets run in each city • 75



Photographs of the Activity

Total No. of [illegible] approx

Brand Activation via Consumer Connect Strategies

JAGRAN SOLUTIONS