



### CHALLENGES

Health and hygiene packaged goods company was facing stiff competition from category leader (P&G) in adult care, fem care and baby care categories. Needed to find new ways to drive growth from brands

### APPROACH

Conducted EMM diagnostic to understand the current state of brand experience for shoppers and consumers and to understand the strength of internal K-C capabilities to deliver

Developed an integrated change program for driving growth across key categories by creating effective brand experience for customers and consumers and developing critical internal capabilities to deliver brand value at every touch-point

### RESULT

Developed and Integrated Brand Equity Management system for sharing insight and marketing assets across the enterprise resulting in 5% category growth in US market and 12% cost reduction in marketing asset management

