

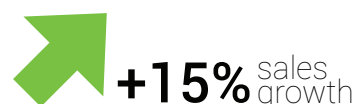


## Angelini - Tantum Verde

### Goal:

Market share growth and strengthening of market leader position in the throat lozenges segment.

- Definition of Tantum Verde brand, differentiation from its competition
- Definition of consumers' needs - recommendation for communication
- Advertisement testing - animatic, across 6 countries



### Data collection:

- 3026 respondents (500/country)
- Austria, Poland, Czech Republic, Hungary, Bulgaria, Romania
- 3 weeks

### Result:

- over 15% sales growth thanks to the new communication
- largest growth out of all competitors
- Effie Awards for Ogilvy, the ad producers



### Client wrote:

*Colour technique discovered consumers' true perception of our brand and competition. Based on these findings we managed to prepare a commercial communication.*

*We are certain that it meets consumers' needs and expectations.*

*Juraj Karczub, Business Unit Manager OTC*

*When measuring brand values the Colour-object association technique discovered nuances we were able to take advantage of when preparing commercial communication.*

*Jana Dufková, Ogilvy & Mather*

