

# Building a brand into an icon

Over a period of twelve years we conceived and implemented over 2,300 innovative and tactically smart sales-building programs.

In a highly competitive industry, Duracell increased their total share of the market from 38% to 60%, at the same time maintaining a price premium of 13%.

Brand identity and package design



Cross promotional activities leverage resources



On-pack premiums



In-store merchandising including racks, pallet displays and pre-packs



Point of purchase campaigns

