

Marketing & Advertising

...see how easy growth can be!

Client

A food company with 250 employees.

Initial situation

The business already appeared very successful, and all marketing activities followed a well-established pattern. The success of these activities, however, could only be measured to a very limited extent or not at all. After a brief analysis of the current situation in the company, it quickly became clear what kind of sales potential was going untapped.

Results

- Through collaboration with the employees, the company's advertising strategy was more closely aligned with consumer behaviour.
- As a result, sales increased dramatically with some channels doubling their sales.
- The transparent presentation of measures and results significantly improved employee motivation.
- Since then, the company has continued to thrive with a steady stream of new customers and ever-increasing sales.

Measurable growth and transparent results: 100% growth in sales of certain items by taking greater account of consumer expectations.

