



**medratargas**

Strategy • Advisory • Creativity

# CASE STUDY



**FRONTIERTANK**

**all purchases  
are emotional (.)**



# medratargas

Strategy • Advisory • Creativity

## PROBLEM

**Category Sales  
Declining -14%**

## ROOT CAUSE

**Product Centric  
Marketing**

• Highlights Technical Features •



**all purchases  
are emotional (.)**



# medrategas

Strategy • Advisory • Creativity

## SOLUTION

### Consumer Focused Marketing

• Bonds with Benefits •



**ARB FRONTIERTANK**

900km de  
#ARBLifeStyle



# medrategas

Strategy • Advisory • Creativity

**MARKET Bolivia FY 22/23**

**GTM STRATEGY Distributor**

**MARKETING STRATEGY**

**Demand Generation**

**MEDIA PLAN \$2,000 •**

**6 weeks • 60s ad via IG**

**CALL TO ACTION Contact us!**

**• Clicks sent to WhatsApp Chat •**

**TICKET PRICE USD 1,700**

**INCR. ITEMS SOLD 91 units**

**DIST. RESULTS (2 mo.)**

**\$75,549 incr. gross profit**

**LONG TERM RESULTS**

**+20% CAGR over 3 years**

**• Capped by Product Supply Limits •**

**all purchases  
are emotional (.)**



**medrategas**

Strategy • Advisory • Creativity

**MORE  
DETAILS?**

**g.a. mercado**

**+1.954.860.2557**

**wits@medrategas.com**

**all purchases  
are emotional (.)**