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Strategy • Advisory • Creativity

CASE STUDY



ARB FRONTIERTANK

**all purchases
are emotional (.)**



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PROBLEM

**Category Sales
Declining -14%**

ROOT CAUSE

**Product Centric
Marketing**

• Highlights Technical Features •



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SOLUTION

Consumer Focused Marketing

• Bonds with Benefits •





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 •

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**MORE
DETAILS?**

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