



BRAND AWAKENING

**HIT BRAND
BACK IN 90'S**



CAJOLINE WAS THE 3RD PLAYER



**SYNONYM
TO SOFTNESS**



**BUT THEN THE BEAR
WAS LEFT ALONE...**



...AND THE PIECES DID NOT FIT TOGETHER



**PRODUCT
ISSUES**



**NOT
COMPETITIVE
PRICING**



**NO
COMMUNICATION**

NEW
KID
ON
THE
BLOCK

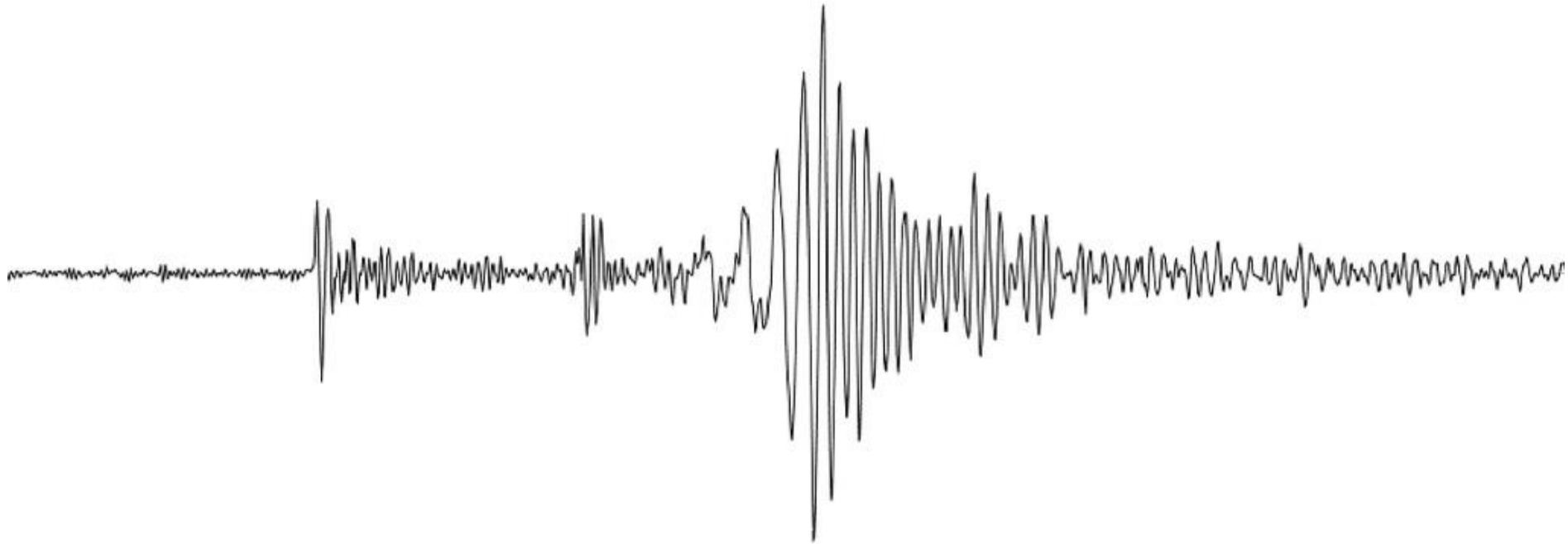


THE NAME OF THE GAME CHANGED.

FRAGRANCE IS THE KING



CAJOLINE: A BRAND WITH WEAK PULSE



A consumer is not a moron.
She's your wife. Don't insult her
intelligence, and don't shock her.



David Ogilvy



**THE CONSUMER IS NOT
YOUR WIFE.**

**THEY WON'T BUY YOU
UNCONDITIONALLY.**



**LEAVE THEM AND THEY
WON'T WAIT FOR YOU TO
COME BACK.**

THE DOWNFALL

**5TH PLACE
IN ONE YEAR**



THE COMEBACK



STRATEGY

**PRODUCT
INNOVATION**

**RELEVANT
PRICING & PROMO**

**“REIGNITE”
THE BEAR**



VERY



VANILLA

**VANILLA IS GOOD.
EVERYONE LIKES
VANILLA.**

**BUT YOU ALSO
NEED A VERY.**



VERY: THE MOST INTENSE FRAGRANCE EXPERIENCE EVER



FANTASTIC 3 YEARS RESULTS



DOUBLE DIGIT

SALES GROWTH



2X MARKET SHARE



**+1000bps
PENETRATION**



LESSONS TO KEEP

- 1. CONSUMER IS NOT YOUR WIFE**
- 2. DEFINE YOUR VERY & VANILLA**
- 3. IT TAKES 3X TIME TO RECOVER**

