

W O W !  
B R A N D S  
V O L U M E 2

## Profiling the Brightest & Best in Consumer Health

### Key Features:

- Standout brands evaluated for success factors
- Sales performance, with a focus on key markets & categories
- Growth drivers ranging from NPD to A+P, e-commerce to use of social media



**WOW! Brand n.**  
*a brand boasting dynamic sales growth over several years or a new launch, marking itself out from competitors with a clear identity and by excelling in selected areas including marketing, NPD and digital strategy; a brand which makes analysts and fellow marketers say "WOW!"*

This collection of individual case studies profiles dynamic, successful and innovative brands from across the consumer health world. Detailed profiles dive into the success factors that set each brand apart, from marketing strategies to NPD, and evaluate the key lessons to be learned.

Featuring 21 **WOW! Brands** ranging across multiple markets and CHC categories, this report includes established brands reinvigorated by launch activity and new marketing campaigns, digital-native brands and others embracing a digital strategy, and some of the most exciting new launches & switches.

This report also contains a short dedicated chapter focused on **WOW! Companies**, taking a look at the success factors behind a handful of standout growth marketers.

Meanwhile, an **Innovation Focus** chapter evaluates the state of new product development in the CHC industry and rounds up some of the most promising recent launch activity.

#### Brand profiles cover areas including:



Brand Story &  
Sales Performance



Geographic Spread



Marketing Highlights



Digital Strategy &  
E-commerce



NPD & Innovation



Prospects &  
Opportunities

**WOW! Brands Volume 2** digs into the strategy behind the performance of each brand, with particular attention given to growth drivers ranging from NPD to A+P, e-commerce to use of social media. Brands' sales are evaluated, with a focus on key markets and potential for expansion. Weighing the success factors that have led these brands to stand out from the competition, the report draws out the key learnings in each case study.

#### Pricing:

Global licence: GBP£12,000

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To order your copy of **WOW! Brands** vol 2, please contact [melissa.lee@NicholasHall.com](mailto:melissa.lee@NicholasHall.com)

A global licence will be required if you wish to put this report on your company's intranet. The report will be sent in PDF format to the purchaser via a secure link. If a print copy is required, please request this upon purchase. All prices are quoted in British Pound Sterling.

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