

A major global healthcare company replicates their U.S. OTC market success around the world.

The Background: The U.S. affiliate of a global healthcare company had successfully introduced a line of OTC products and, in so doing, had created an entirely new market. Driving the market through a phenomenal growth curve and establishing leadership provided great insight and became the motivation to expand the success globally.

The Challenge: Despite the inclination to utilize the successful U.S. strategy, it was recognized that, even though the consumer health need was every bit as significant across Europe, local regulatory and societal idiosyncrasies had to be acknowledged. The challenge was to comprehend these differences and develop a rollout plan appropriate for the nonexistent OTC European equivalent of this category.

Introduction to the Approach: The Atlantis Group analyzed the U.S. launch plan and results, interviewed U.S. and European management, and conducted preliminary outside expert research. A customized process was developed using a cross-section of U.S. management, European management, stakeholders and KOLs.

Thereafter, The Atlantis Group worked with local managements to decipher the strategic options apparent at the local level. Given that this particular OTC market did not exist at the time, a customized and tightly integrated methodology to deliver detailed action plans was developed and executed. *Contact The Atlantis Group to learn more about our methodology.*

The Result? Within three years, a significant new market had been created in six European countries. As in the U.S., the client dominated the category and gained incremental new business as a consequence.

Given this success, The Atlantis Group was invited to work with the client on a Latin American rollout. A similar process was developed utilizing the learning from the U.S. and Europe, but recognized regulatory and societal idiosyncrasies within Latin America. As a result, the client has pioneered and grown substantial new business in four major Latin American countries.

Two years later, The Atlantis Group was invited back to work on the introduction in Japan. Again, a similar process was adopted, differentiated by the realities within Japan. A fundamentally different commercial plan was developed which included the use of a partner (even though the client had a well-established company presence in Japan). Once again, impressive incremental business was realized.

The client is now recognized as the global leader in this category, and the business is one of the largest within their OTC corporate portfolio.

In 2003, The Atlantis Group identified an impending competitive threat and enabled the client to take swift preemptive action...external focus and agility have become a demonstrated core competence within this business.



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