

BACKGROUND

Through Open Innovation, P&G discovered a novel probiotic solution for frequent digestive issues. After three years of selling the product through eCommerce while driving awareness and demand through doctors and pharmacists, I was hired as the Global Brand Manager to lead a pilot test and prove or disprove the viability of national expansion.

Responsibilities spanned from innovation through in-market launch and commercialization.

APPROACH

- 1 **LANDSCAPE ASSESSMENT:** Using Disruptive Innovation, defined the job to be done, key questions and learning plan
- 2 **WHO:** With consumer target audience and benefits already validated, tested various combinations of primary care and GI specialist physicians
- 3 **WHAT:** Defined distribution & awareness as drivers to achieve size of prize
- 4 **HOW:** Prioritized 3 cities and 5 customers for in-market test; defined TV as the media tool with the reach and frequency, but shooting an ad and spot TV media buys were both cost-prohibitive

SOLUTION

Developed, tested, and aired an effective - rated computer-generated TV spot to drive mass awareness in 1 of 3 pilot cities, which nearly quadrupled weekly velocity and proved the business model

Optimized claims, inner & outer packaging, TV copy, marketing, media, in-store, and PR plans for national launch

Led cross functional team including Global R&D, regional marketing across four continents, Professional & Retail Sales, Supply Chain, Finance, Consumer Market Knowledge, and external agencies

RESULTS

- Grew business from \$3M online to \$12M in pilot test, +30% vs. goal
- Exceeded \$40M Year 1 national launch target, and achieved double digit growth the first 3 years
- Delivered 30% savings through optimized physician coverage, while achieving business objectives
- Qualified 12 global concepts valued at \$30M, which transformed management expectations from a single SKU into a global mega-brand franchise

