

WHEN BRANDS INVENT NEW RULES OF THE GAME

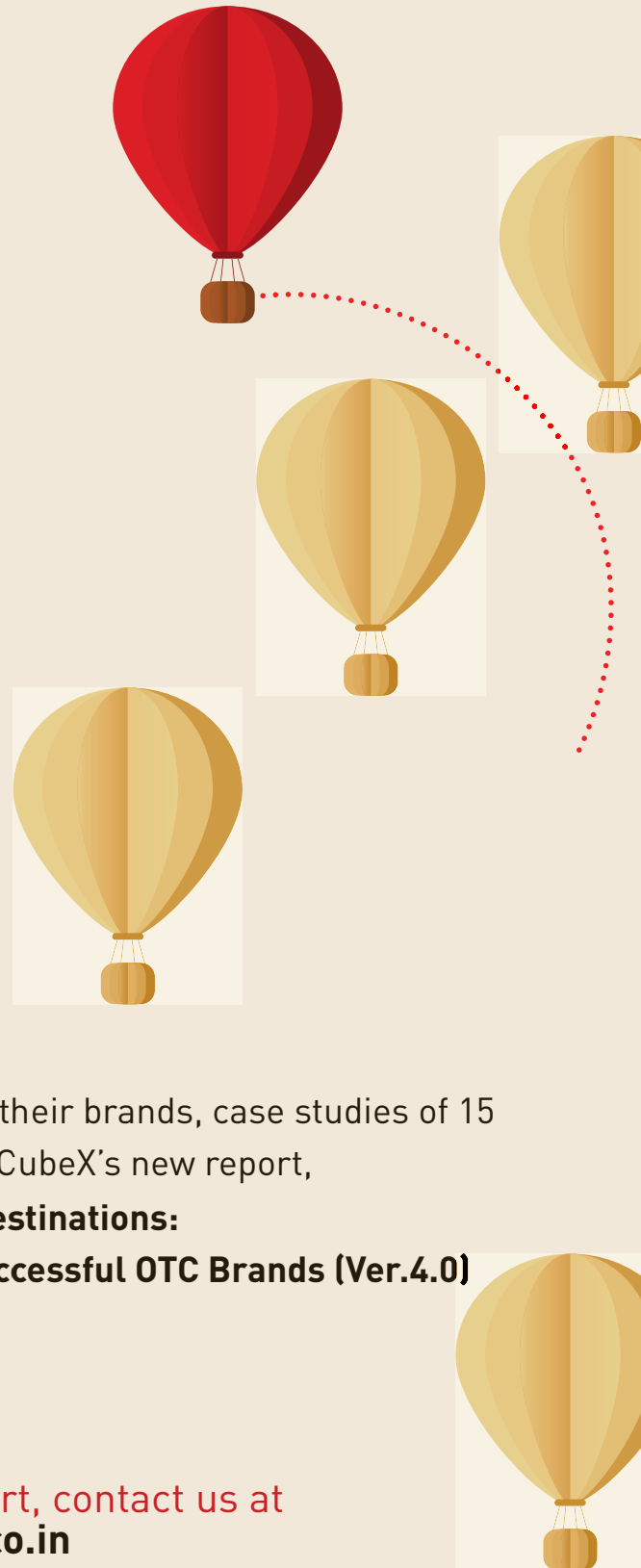
The vibrancy of Indian OTC market has been heightened in recent times with new launches – be it Rx to OTC promotional switches or frank OTC brands. Thus, the market has remained buoyant at 10% CAGR, despite the environmental challenges.

Successful brands are the ones who constantly gauge the consumers' pulse and adapt themselves to remain contemporary. Brands like Revital, Eno and i-pill have set the pace and continue to inspire new brands. A stark difference with recent launches is that they are developing a larger-than-life personality by creating new rules of consumer engagement.

To inspire marketers to explore new avenues for their brands, case studies of 15 contemporary OTC brands have been detailed in CubeX's new report,

New Dimensions, New Destinations: Exploring New Age Strategies of India's Successful OTC Brands (Ver.4.0)

To know more about our report, contact us at
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The report covers the brand story in relation to the following aspects:

1. Brand introduction
2. Brand launch (rationale and strategies adopted)
3. Brand journey (marketing strategies, communication evolution and brand extensions)
4. Score card (sales performance of the brand and its success drivers)

The report covers brands spanning across the 6 OTC categories:

Frank OTC launches

Vitamins, Minerals and Supplements:

Nutricharge

..... Gastrointestinals

Zandu Pancharishta

Pet Saffa

Kayam Churna

..... Analgesics

Zandu Balm

Amrutanjan

Dr. Ortho

..... Dermatologicals

VWash Plus

Rx to OTC Promotional Switches

Vitamins, Minerals and Supplements:

Neurobion Forte

Ostocalcium

PediaSure

..... Gastrointestinals

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