

1. Overview

1.1 Do you have a project allocated for the brief?

No project

Test2

1.2 Does this brief have GBVP sign off?

No

1.3 Select Category

qwqwq

1.4 Select Format

Capsule

Powder

1.5 Select Business Unit

South Asia

1.6 Select Country

India

Pakistan

1.7 Markets for the project

Lead markets

Pakistan

India

Rollout markets

Pakistan

Impacted markets

India

1.8 What are the expected launch date per market?

Lead markets

2023-07-28

2023-07-21

Rollout markets

2023-07-26

Impacted markets

2023-07-31

1.9 Brand position



Teest

1.10 Select product cell

Unsure

2. About the Fragrance

2.1 What is your business ambition with the project above? Please explain the context of this ambition.

ytrytry

2.2 What role do you expect fragrance to play in achieving the business ambition?

dsffsdfsd

2.3 Why do you think the current fragrance is not doing the job?

pouiou

2.4 Before proceeding please confirm you have smelled few in market products along with your CBFMs.

I confirm

3. About the Consumers

3.1 Please outline the specific consumer segment that you intend to influence with the new fragrance.

l;l;l;l;l

3.2 Describe the experience you wish to give consumers with the new fragrance.

wbvs zssd zds

3.3 Select the moments where you would expect the fragrance to do its best

After wash (dry)

After wash (wet)

Description: plqafb

4. About the Investment

4.1 What specific investment are you considering?

Investment: Below current level

Amount: €31.21 Cost per tons (in Euros)

4.2 How long do you plan to sustain the investment before expecting an optimization?

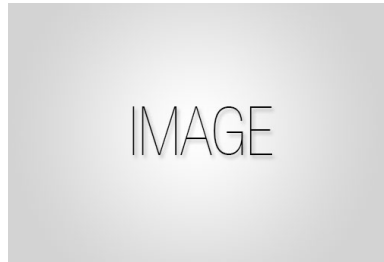
aser

4.3 What evidence are you looking for to make fragrance selection?

retterddgd

4.4 Specific variant name & high resolution pack shot

fsdafd



sdsc

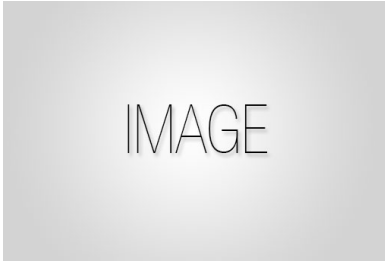


4.5 Competitive benchmark-name & high resolution pack shot

Rav1



Rav2



4.6 What is your project concept?

dfd fe e ew



4.7 What are the claims you wish to make, for a new fragrances?

sdsdasd adwdwad

4.8 Do you plan to celebrate this claim in your comms?

TV

Digital