



Anveshan 2024 – Case

Challenge: Keanu®, a revolutionary hair regrowth serum formulated with plant stem cells, nano keratin, and collagen, faces the critical challenge of maximizing market penetration and brand expansion. Despite its proven efficacy and enthusiastic endorsements from dermatologists and plastic surgeons, Keanu® needs to navigate a competitive landscape with limited financial resources.

Your Mission: As a team of innovative minds, you must develop a comprehensive and cost-effective strategy to propel Keanu® to the forefront of hair regrowth solutions. Consider the following objectives:

- B2C Expansion : Craft a impactful B2C Expansion Strategy that maximizes reach and engagement within tight financial constraints. [Explore non-traditional channels](#), and leverage organic growth tactics to build a loyal customer base.
- Dermatologist & Plastic Surgeon Domination: A targeted outreach program to gain widespread adoption among dermatologists and plastic surgeons. This could involve educational workshops, exclusive trial offers, scientific data dissemination, and strategic partnerships with professional organizations.
- Unveiling Market Potential: [Identify untapped markets](#) and distribution channels where Keanu® can flourish. Consider international expansion, niche customer segments, and unconventional partnerships to broaden your reach.
- Unleashing Unconventional Strategies: **Think outside the box!** Propose disruptive tactics that challenge the status quo and amplify Keanu®'s brand voice. Could augmented reality consultations, gamified hair journey tracking, or social media challenges unlock new levels of engagement?

Embrace the Opportunity: This case competition is your chance to showcase your strategic thinking, creativity, and understanding of the medical aesthetics market. Develop a bold, data-driven, and actionable plan that positions Keanu® as the ultimate solution for hair regrowth, all while working within budget limitations.

Brownie Points:

- [Quantify](#) the expected impact of your proposed strategy on brand awareness, market share, and profitability.
- Integrate ethical and sustainable marketing practices into your strategy.
- Address potential challenges or objections to Keanu® with [proactive solutions](#).