

# Large paper & packaging company: we introduced FMCG way of selling to boost sales and beat competition in Asia and 10+ other countries

### Situation

- Large paper and packaging company in the world with a “manufacturer” mindset
- #1 in Asia but with declining sales of stationary papers as consumers switch to up and coming #2 player with strong brand equity
- Recognized the need for **FMCG way of selling** commodity products

### What we did

- Product strategy:** Develop comprehensive product portfolio i.e. by launching top-tier products to tap white space; and improve quality of mid-tier products to defend share
- Channel strategy:** Implement uniform pricing policy and tiered distributor compensation program
- Marketing strategy:** re-establish consumer equity (i.e. launch TV ads) and activate end-user demand

#### M&S Expertise

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### Impact

Sales YTD

Complete rollout will increase market share from 60% to 75%

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