

Ranked 7th in a new category within 6 months

How Menarini's data-led strategy helped them achieve rapid category growth and 99% stock availability across retailers



SUSTENIUM

Challenge

Menarini is one of the most historic pharmaceutical companies in the world. Their goal was to **enter a new and highly competitive market** and quickly absorb market share during the seasonality period.

With **80%** of the **Vitamin C** category revenue generated from only **55** different SKUs during 2021, **Menarini**, with their brand **Sustenium** needed to come up with a solid marketing strategy to launch their new products within the category and achieve their market share goals.

In addition, it was important to **evaluate their campaigns** on time to quickly adapt their marketing strategy and mitigate the risk of running **out of stock** on key retailer partners.

Solution

Using **Brand Share of Voice** data, **Sustenium** built its go-to-market strategy around the best practices of the competition.

Based on those insights, they were able to identify that **75% of the Vitamin C activations** from top competitors took place on Social Media and Newsletters, and using **eRetail Audit Panel** sell-out data helped **Sustenium** narrow their focus on only the channels that yielded the best **ROI** for their marketing efforts.

The brand also utilised **eRetail Content real-time data** to ensure that their newly launched product was always **100% available** across all retailer partners by consistently monitoring availability. Furthermore, they closely monitored their **sales performance** against the competition to evaluate their campaign effectiveness.

Results

Menarini was able to quickly rank up and win market share within the **Vitamin C category** with their **data-driven marketing strategy** and by incorporating data within their decision-making to closely monitor competition and respond to change.

- **Sustenium** quickly rose to the **7th** place within the category in just **6 months** competing with **81 brands**.
- They engaged in **79 highly targeted activations** during the first 4 months of their newly launched product.
- During the **6 month** period of the analysis, **Sustenium** won **22%** of the **Social Media** and **17%** of the **Newsletters** brand share of voice at its peak, aggressively taking over the market.
- Throughout their new launch strategy, **Sustenium** managed to maintain **99%** avg. availability across retailers, with only 1 retailer dropping below 100%.
- Based on **eRetail Audit Panel** data, the brand was able to evaluate the success of their marketing strategy as they measured **sell-out data** to validate the performance of each marketing channel.



Top 7 rank

within 6 months of launch



79 activations

within 4 months



22% & 17%

peak share of voice -
social media & newsletters



99% availability

across retailer partners

"Combining data-driven insights both from eRetail Content and Audit Panel platforms was one of the key factors for us that led to a holistic and precisely planned approach for our new launch in the competitive category of Vitamin C."

Katia Skitsou

Trade Marketing Manager,
Menarini Hellas, Consumer Health Care Division