

# Project: Purple lines

**Traditional industry strategies did not help this consumer product in animal health to make its mark in the market. We went back to users and vendors to investigate the market's non-compliance. We discovered an array of shortcomings in product functionality and brand communications. We solved the functionality issues, developed a new concept, designed and implemented our best ever integrated retail and consumer communications program and successfully achieved a much higher budget. The company continued to grow sales and the product became a market leader.**



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