




## HERBADENT® Herbadent - dental hygiene

### Goal:

Market share growth and better knowledge of a local brand.

- Definition of Herbadent brand, differentiation from it's competition and global brands massively supported in the market
- Definition of consumers' key values - recommendation for communication strategy of Herbadent
- New packaging and claim testing

 **+35%** sales growth

### Data collection:

- 1015 respondents (Czech population sample)
- 1 week

### Result:

- over 35% sales growth thanks to the new communication
- successful launch of the new packaging
- transparent strategy and clear vision fo future communication



### Client wrote:

*Colourmind survey was reassuring for Herbadent in a way that confirmed our previous feelings and thoughts. It helped us to put an end to endless speculation, guesswork and waste of time. It gave us confidence to plunge into changes.*

*That brought us a 35% increase in yearly turnover. And this serie of changes has not ended yet.*

*Pavel Zavadil, Co-owner*

