

Coloplast

WOMEN'S HEALTH DIVISION

Opportunity

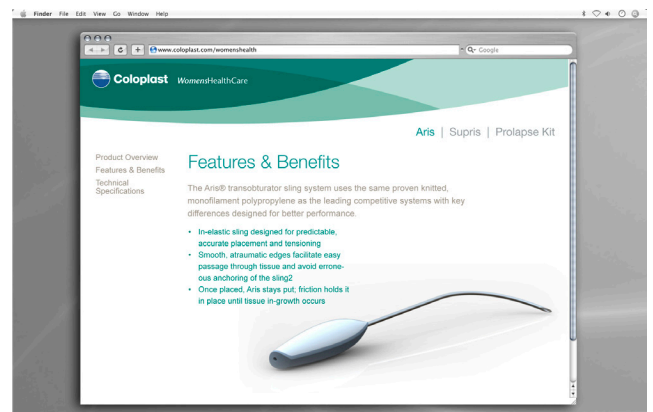
In the increasingly competitive health and wellness market, Coloplast's well-established reputation in men's health needed to be leveraged to reach female audiences. How can a global medical device company expand on its current positioning in men's health, introducing a strong product portfolio and global division specifically targeted for women's health?

Insight

LaBreche created a women's health platform, and introduced two re-positioned products within the category. Global positioning, product development and marketing strategies were leveraged to ensure the platform's elasticity for future development. Technology, interactive, sales force selling tactics, trade and digital training guides were unique channel drivers.

Outcome

A newly positioned portfolio of products and the creation of the women's health division augmented Coloplast's leadership position in the medical device industry. The two primary products within the portfolio launched in May 2008, and further development of the women's health division is in progress.



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