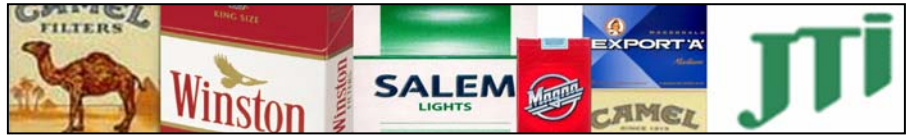


CASE STUDY

Japan Tobacco International



Brief

To develop the content and analysis of Japan Tobacco International's three year brand plans for 52 regional brands in the context of Japan Tobacco International's global portfolio in a competitive context across all markets.

This was to be used by the company's senior executive and management in Japan and Geneva as a living planning tool to allocate resource and measure performance across the group.

Approach

Situational analysis researching information from internal and external sources across brand/market combinations. This included evaluation of, The Commercial Environment, Competitive Situation, Strategic Rationale, Key Regional Brands (12), Tactical Regional Brands (40), Regional Market Deployment, Annual and Strategic Plan Deliverables, Incremental Opportunities and Portfolio Development in the context of a 10 year vision.

Outcome

Ground breaking document and electronic format planning tool that could be broken out and provided to all regions of the business for ongoing management and refinement at an operational level. Additionally from a strategic perspective used as a reference document at the highest executive level of the company.

