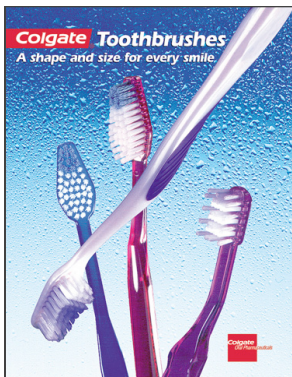




CASE STUDY

Building Customer Loyalty - The Colgate-Palmolive Story

In established markets building repeat business and customer loyalty are critical to long-term success. This is something that the management of Colgate's Oral Pharmaceutical Division recognized. They asked AAI to propose initiatives to meet marketing goals that included developing customer loyalty and sales incentive programs and promotions to reduce cost of sales and support a portfolio of over 40 different products.



These promotions required the design and production of hundreds of different catalogs, product brochures, and sales flyers as well as packaging and labels. In producing these materials, AAI was able to reduce costs while maintaining strict quality controls by “ganging” jobs and by taking advantage of foreign exchange rates to lower costs by having work done outside the U.S.

At the same time, AAI created business development programs, including spectacular events, to strengthen business partnerships.

(Continues)



CASE STUDY

Building Customer Loyalty - The Colgate-Palmolive Story (Continued)

Throughout all efforts, AAI partnered with Colgate to implement corporate graphic standards and create brand identity.

Results:

Year after year, Colgate has been able to maintain or increase its margins and its share of a highly competitive market where many competitors consistently cut prices – and margins—in an effort to build business.