

# Holistics

HOLISTICS INTERNATIONAL - CASE STUDY

## STRATEGY: GAIN INSIGHT ABOUT YOUR PRODUCT

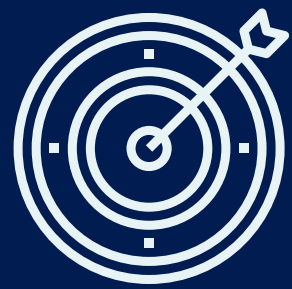


PHILIPS

PERSONAL CARE - HEALTHCARE - LIGHTING

### OBJECTIVE

To identify the cluster's next big opportunity and generate insights for a go-to-market strategy.

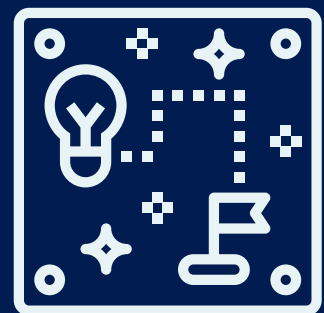


### CHALLENGE

Over 50 countries in the Americas, each with their own culture, economic policies and regulatory environment.

### STRATEGY

Gather interdisciplinary data and create a dynamic analytical tool for the corporate board to assess different scenarios and use in day to day activities.



### RESULT

Corporate Board decided to not enter the largest market opportunity due to regulatory and cultural dimensions. Resources were allocated to existing markets.

### MONETARY VALUE

> \$6M USD



BUSINESS INTELLIGENCE - INTERNATIONAL TRADE

FLORIDA - CALIFORNIA

holistics.international  
contact@hol.media

## STRATEGY: GAIN INSIGHT ABOUT YOUR TARGET



### PHILIP MORRIS INTERNATIONAL

UNSMOKE \_ SMOKE FREE TOBACCO

### OBJECTIVE

To identify the best marketing and communication strategy given big tech's platform policies against tobacco products and brands.

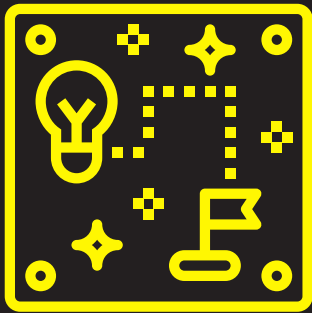


### CHALLENGE

Facebook and Google have strict policies against advertising for certain products. At the same time consumer preferences in this category have evolved. Actionable insights were needed to launch a successful international campaign.

### STRATEGY

Using our own media outlets to run controlled targeting experiments, still leveraging Facebook and Google through a white-hat strategy that did not include a direct brand/product message.



### RESULT

Marketing and communication strategies were defined and budget was executed per the experiment's results.

### MONETARY VALUE

> \$1M USD



# Holistics

HOLISTICS INTERNATIONAL - CASE STUDY

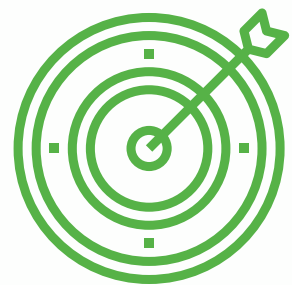
## STRATEGY: GAIN INSIGHT ABOUT YOUR COMPETITION



MILE HIGH FOOD SCIENCE  
CBD INFUSED FOOD AND BEVERAGES

### OBJECTIVE

Determine the best go-to-market strategy for a portfolio of CBD infused beverages.

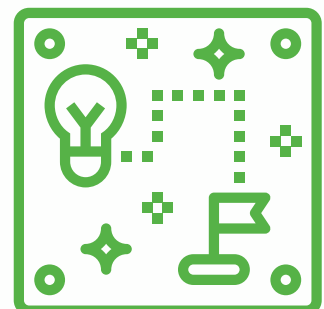


### CHALLENGE

Immature market in terms of offer, consumer knowledge and regulation. The proposed strategy needed to keep that into account and propose a mature, successful pricing and marketing strategy.

### STRATEGY

Develop a trend-watching system with semi-automatic prompts and alerts.



### RESULT

A specialized content platform with qualitative and quantitative information to be used by the marketing team and with the potential to become a revenue stream after reaching a tipping point.

### MONETARY VALUE

Addressable Market - \$100M USD through 2025



BUSINESS INTELLIGENCE - INTERNATIONAL TRADE

FLORIDA - CALIFORNIA

holistics.international  
contact@hol.media

## POSITIONING: GAIN QUALIFIED TRAFFIC



ASEPPAK  
WELLNESS BEVERAGES

### OBJECTIVE

Drive relevant, high-stake traffic to the website and get press exposure.

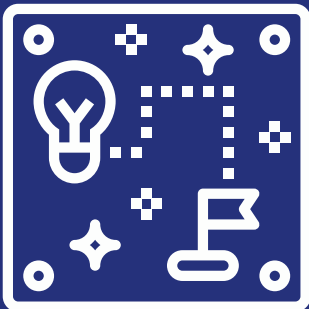


### CHALLENGE

Generating real, actual newsworthy content

### STRATEGY

Develop strategic partnerships (joint research and product development) and deploy content through strategic channels.



### RESULT

Significant traffic boost to landing site  
New client leads  
New strategic leads

### MONETARY VALUE

> \$1M USD



BUSINESS INTELLIGENCE - INTERNATIONAL TRADE

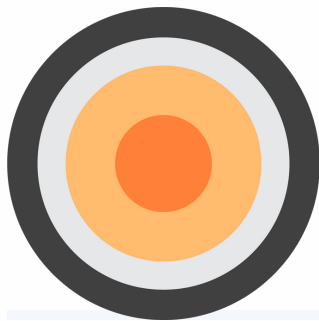
FLORIDA - CALIFORNIA

holistics.international  
contact@hol.media

# Holistics

HOLISTICS INTERNATIONAL - CASE STUDY

## REVENUE: EARN QUALIFIED LEADS



### DIGITALIST HUB

DIGITAL TRANSFORMATION ENTERPRISE PROGRAM

### OBJECTIVE

To create a semi-automatic system to consistently drive qualified leads to the sales team.

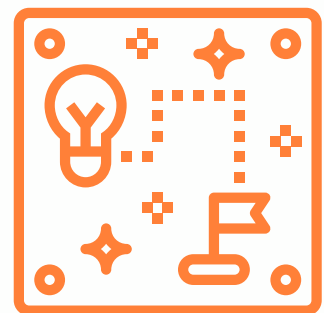


### CHALLENGE

Design and implement an evergreen lead magnet strategy that continuously drives interesting contacts to the sales team.

### STRATEGY

Complete content marketing strategy and sales funnel automation.



### RESULT

New leads  
Sales  
Product development insight

### MONETARY VALUE

> \$2M



BUSINESS INTELLIGENCE - INTERNATIONAL TRADE

FLORIDA - CALIFORNIA

holistics.international  
contact@hol.media