

# Turning a Growing Health Stigma into a Business Advantage

A leading beverage company's core product is facing an existential threat, which is causing it to lose relevance and market share. They have spent significant time and money to address the issue, but have seen limited results. Clarkston Consulting leadership was engaged to help the company better leverage existing assets and generate additional value for consumers.



## PROJECT OVERVIEW

### COMPANY

Global Consumer  
Beverage Company

### INDUSTRY

Food & Beverage

### PRODUCTS & SERVICES

Leading beverage company  
offering a wide selection of  
products

### EMPLOYEES

Approximately 100,000

### REVENUE

Greater than \$100 billion

### PRIMARY OBJECTIVES

- Develop innovative strategies to better leverage significant assets, enabling the company to turn current threats into a competitive advantage

### RESOLUTION

- Clarkston helped redefine the challenge, resulting in a clear definition of where innovation was needed
- Reimagined how to use the company's existing assets to overcome a major, persistent threat to their viability
- Created a novel strategy that empowered the client to drive a positive solution instead of being a target

### KEY BENEFITS

- Full and clear alignment on the root cause of the challenge
- Client reported a new understanding of the innovation process and what a large organization needs in order to drive meaningful change

### TOP BENEFITS ACHIEVED

- Global pilot currently underway