



Emil Frey Auto Centar

Go-To-Market Strategy

Successfully increased brand awareness and market penetration, establishing Emil Frey Select as a recognized brand in Croatia. The strategy and web presence contributed to higher engagement and customer interest in the brand.



Objectives

Drive brand awareness and market penetration for Emil Frey Select in Croatia through a strategic go-to-market plan.



Solutions

- Developed and implemented a comprehensive go-to-market strategy to position Emil Frey Select effectively in the Croatian market, focusing on brand visibility and market share.
- Managed the web design and content creation, ensuring the website was visually appealing, user-friendly, and aligned with the overall brand and marketing objectives.
- Collaborated with internal teams to integrate the brand's messaging across all touchpoints, ensuring consistency and engagement.