

# REVLON

**Consumer**  
Customer: Revlon

**Leading Cosmetic Company Improves ROI on Marketing Investment By 10-15%.  
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## **CUSTOMER PROFILE**

Revlon (NYSE: REV) is a leading American company of cosmetics, skin care, fragrance, and personal care products.

## **BUSINESS SITUATION**

Revlon needed visibility of the brand plans for Senior Management across 17 countries in the Asia Pacific region. They also wanted to balance the entire portfolio and optimise Marketing investment.

## **SOLUTION DESCRIPTION**

Revlon implemented the Iris Strategic Planning Hub, a single integrated system, to collaboratively create Strategic Plans and prioritise their portfolio of brand and category.

## **RESULTS DELIVERED**

- ROI on Marketing Investment increased by 10-15%
- Implementation across 17 countries achieved in 4 months
- Budgeting Process Streamlined
- Better quality plan through collaboration
- Timely review and Senior Management input



"The system gives us a competitive advantage in a fast changing industry. We expect the project to deliver 10%-15% improvement in marketing investment effectiveness."

**Donna Baird,  
Marketing Asia Pacific,  
Revlon**

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