

CASE STUDY

CHALLENGING DISTRUST TO DRIVE RECORD GROWTH



RESULTS

- **31%** year-on-year sales growth, breaking three years of stagnation
- **73%** sales increase during the first campaign burst
- Sustained **28%** growth even after the campaign ended

By challenging consumer distrust, rejecting industry clichés, and owning a bold, science-first position, Vigro transformed from an overlooked niche player into a serious contender in the hair loss category.

THE COMPANY

Vigro is a 3-step treatment for non-genetic hair loss, positioned as a medicinal alternative in a beauty-dominated market.

THE CHALLENGE

The hair loss category was **saturated with overpromising, “miracle cure” products**, creating widespread consumer skepticism. Vigro, a small, niche player, had struggled with stagnant sales for three years. To grow, it needed to cut through industry distrust and **reposition itself** as the credible choice for real results.

INSIGHT & SOLUTION

Hair loss isn't just about appearance—it's about self-confidence and pride. Instead of relying on dramatic, unrealistic transformations, we challenged category norms with an authentic, science-backed TV campaign.

To amplify reach, we broke from category conventions and invested heavily in prime-time TV, ensuring maximum credibility and awareness.