
Background

In 2022, a US beverages company asked **Tellusant** to work with its Mexican subsidiary to identify growth opportunities at the subnational level.

Approach

Over 4 months, Tellusant worked with senior management in Mexico to identify and quantify opportunities and to formulate an action plan.

TelluBase and **PoluSim** were central to the effort as the backbone for the strategic problem solving.

Outcome

The effort identified around \$1.3 billion in opportunities during fundamental shifts in consumer preferences. The **PoluSim** forecast simulator was adapted to the categories at hand as a leave-behind tool.
