



THE TIMES 100
Case Studies
WITH BUSINESS NEWS

Nivea

R	X	M	W	S	M	A	R	T	D	G	F	R	B	Y
M	A	R	K	E	T	I	N	G	O	E	P	P	D	H
L	W	R	P	A	K	Q	A	Z	T	S	U	R	L	L
O	V	M	K	L	E	F	I	J	N	M	M	Q	B	A
U	Z	K	T	Q	O	O	H	U	Y	I	S	Q	F	N
B	B	K	C	B	D	I	Y	T	X	A	T	S	Z	R
T	G	M	W	G	V	J	T	L	R	Z	D	S	F	E
K	Q	S	M	N	Z	M	F	S	L	P	Q	S	Y	T
L	S	S	E	V	I	T	C	E	J	B	O	E	I	X
V	W	T	Q	F	T	P	L	A	N	F	U	N	G	E
Y	W	H	I	H	X	H	D	R	Q	Y	I	L	Q	
N	M	N	G	F	A	Y	L	N	U	N	M	S	V	S
E	L	E	F	A	O	M	E	A	T	E	W	U	J	K
U	L	V	I	S	W	R	C	R	E	H	S	B	R	Y
T	W	M	O	L	E	X	P	B	R	R	J	G	T	J

AIMS
BUSINESS
MARKETING
PLAN
RETURN

BRAND
EXTERNAL
OBJECTIVES
PROFITS
SMART