



CASE STUDY

Frontier Tank

How a 58-second brand film turned a
-14% decline into **+24%** growth across
4 countries.



THE PROBLEM

-14%

Category sales were declining.

The cause wasn't the product. It was the marketing — selling technical features instead of a feeling.



THE SOLUTION

A 58-second brand film
that sold the **feeling**, not
the tank.



6-week Instagram pilot · \$2,000 media

Tap the image to watch the film



THE RESULTS · FIRST 2 MONTHS

321%

ROI in incremental gross profit

91 units sold at \$1,700 each

Growth was capped by product supply — not by demand.

THE RESULTS · NEXT FISCAL YEAR

-14% → +24%

Fuel tanks category — from decline to growth

+20% CAGR over the following 3 years



Let's Talk

Your brand promise, seen by millions,
for under a cent.

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all purchases are emotional (.)

