



Unilever is a global company with over 400 brands powered by 168,000 employees that operates in more than 190 countries. The company has been in business since the 1880s and is headquartered in London, United Kingdom. Paul Polman is the current Chief Executive Officer (CEO).

Two billion people use Unilever products every day to feel good, look good and get more out of life. Our Personal Care, Foods, Home Care and Refreshment categories each contain a portfolio of brands that aim to deliver consistent, competitive, profitable and responsible growth supported by investment in innovation and marketing. The company invests around €1 billion every year in research and development.

The portfolio of products and brands is ever-changing and continues to grow. Some of our brands in North America include: Axe, Becel, Ben & Jerry's, Breyers, Caress, Dollar Shave Club, Dove, Fruttare, Good Humor, Hellman's, Klondike, Knorr, Lever 2000, Lipton, Magnum, Nexxus, Noxzema, Pond's, Popsicle, Q-tips, Seventh Generation, Sir Kensington's, St. Ives, Suave, Sunsilk, Talenti, V05 and Vaseline.

Unilever has a simple but clear Purpose – to make sustainable living commonplace. We believe this is the best long-term way for our business to grow. Our unswerving commitment to sustainable living is increasingly delivering both more trust from consumers and a strong business for shareholders with lower risks and consistent, competitive and profitable long-term growth.

Our business model begins with consumer insight that informs brand innovation, often with partners in our supply chain, to create products we take to market supported by marketing and advertising across a range of distribution sales channels.

**BUSINESS CASE:** Unilever takes pride in being a disruptor in the market that offers strong brands that deliver pleasurable experiences for current and potential customers while also making a positive impact on the world. Develop a business case to speak to how Unilever can efficiently, effectively and most sustainably conquer one of the following:

1. Reach the African American consumer with products such as:
  - a. Dove Men + Care - targeting AA men
  - b. Hellmann's - targeting AA Families
2. Extend the ice cream season from a few months per year to a full year experience
3. Make [Lipton Recipe Secrets Onion Mix](#) more relevant to millennials.
4. Work across our brands to leverage a subscription order model through our retailers that specifically target men
5. Make Klondike the #1 ice cream of choice for millennials
6. Free Choice - **Have a unique idea for Unilever? Share it.** We look forward to hearing your creative and innovative recommendation

## SUSTAINABLE LIVING PLAN

