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P&G Case Study

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## **Company background**

One of the strengths for Procter and Gamble brands is strong brand recognition and a reputation for innovation. Because of Procter and Gamble's success, all of their products are available to a wide consumer base. P&G is the parent company for a variety of well known brands, such as Olay. Olay originated in South Africa 67 years ago as Oil of Olay. Graham Wulff derived the name Oil of Olay as a play on words from lanolin, which is a key ingredient in Olay. Olay also utilized a unique marketing strategy, because it was never described as a moisturizer, nor even as beauty fluid. It does not state on the packaging what the product actually did. Being under the P&G umbrella makes Olay available to a vastly spread out distribution and logistics network. Olay also does a good job of living up to its billing of keeping one's skin young while the body ages. While their target market is upper middle class women from ages 25 and up, Olay's strong performance in the skin care industry allowed them to successfully penetrate the market and expand to target anybody who prioritizes healthy skin. Opportunities for Olay include expanding their market internationally and expanding their online presence.

## **Consumer**

\_\_\_\_\_The consumer of the Personal Cleansing Category may consist of both men and women ranging from various ages starting from 18 years and above. PCC consumers also may consist of consumers looking for a certain body wash and or body soap. Since the consumer of PCC ranges, a traditional PCC consumer is not that different from the college student PCC consumer but they do differ based on different needs. An older male and a female college student don't share the same needs in body wash although they are both consumers of personal cleansing products. The shopper for college student consumers is one who is looking for a body wash that gets the job

done at a reasonable price. Being a college student, students are typically leaning more towards a soap product that is in the form of a body wash for sanitation reasons. Also, when choosing a shower product, consumers, especially younger consumers, are looking for a product with multiple benefits such as skin care benefits, natural ingredients, pleasant fragrance, and an overall enjoyable shower experience. The Youth most loyal consumers consist of women between the ages of 18- 35 while the Robust most loyal consumers consist of men age 18-35. Consumers are generally loyal to a brand because it provides everything that they need. They are satisfied with the products they purchase from these different brands. In saying that, they continue to purchase from the brand becoming a loyal consumer.

### **Customer Needs**

Client needs investigation is a methods end approach, implying that clients settle on buying choices dependent on item includes that get them to a worth based objective or state. For instance, one shopper may purchase a watch since he gets a kick out of the chance to be opportune, and another might get it since it looks cool. They're both purchasing a similar component, however utilizing it for various methods. This amazing exploration method has been utilized to put U.S. presidents into office, effectively re-picture ventures, accomplish upper hand over the challenge through target publicizing messages, and plan creative and fruitful new items. A trade up is to buy something of higher value than the one you already have. Increasing the number of features (and their associated benefits) of a product, improving its quality, or backing it with a superior level of service to justify a higher price.

A trade in is an item of merchandise taken as payment or part payment for a purchase. Trade-in is a Sales promotion technique method in which the purchasers are offered a fixed

rebate on the cost of another model or thing in return for a more established model or thing. You should check whether you can get an exchange at whatever point you need to update your old hardware to get a markdown on the new. In which the buyers are offered a fixed discount on the price of a new model or item in exchange for an older model or item. You should see if you can get a trade in whenever you want to upgrade your old machinery to get a discount on the new. The reason why 'trading up' and trading down' is so powerful is because of our inherent need to both reaffirm the choices we make as consumers and simultaneously get the approval of others. The definition of Trial strategy is the overall plan to be executed with the most likely opportunity for success in the case.

Eureka Markets always penetrate a needs of progressing and always creating an opportunity for themselves. Eureka Markets continues to innovate and expand their products, P&G helped Eureka set up their category business units and acted as a consultant during this process. Since that time, P&G and Eureka have co-developed merchandising plans and set joint business goals.

### **Customer Background**

Eureka Markets began as a local grocery store in 1974. Since then, the company expanded the number of its stores annually to become a major chain in north america. The retailer has expanded into supercenters, limited assortment grocery stores, and even an ecommerce site. As the dynamics of retailing changed overtime, Eureka has responded with new innovations to meet its shoppers needs, focusing on those who frequent Eureka for their weekly in-store experience. Eureka is successful as a company because their number one purpose is to create value for customers which will translate to customer loyalty for life. The image they want

to create for their shoppers is that they can provide all their needs in one place like a one stop shop. The company pioneered several in store services including banking, dry cleaning, medical clinics, and eye care/optometrists services. The online shop even offers health and personal care essentials, household needs, and delivery of assorted fresh produce and floral items. The chain was one of the first retailers to provide customers with a loyalty card called the, “Eureka, I found it!” card.

The shopper of Eureka are middle class families or single parent households, young women and men ages 18-40, children and seniors. The store attracts a wide demographic of people because they service several areas. Shoppers at Eureka love the way it combines the convenience of coming in and leaving with everything they had on their shopping list. The affordable prices are what keeps the shoppers coming back and the company sources new customers using weekly ad circulars and weekend newspaper ads. Since Eureka has dominated the North American landscape, they are moving their efforts into the Western Europe market to expand even larger and eventually become a global retailing chain.

With the opening of new Eureka retail stores, the company has begun to see some declining trends resulting in soft sale results in personal care categories. While the retailer has always had solid corporate sales with consistent growth, this area is one they plan to redevelop with the help of one of their partnering brands, P&G. Eureka has increased in their store count, P&G is decreasing in selling displays for products, so the companies have created a joint venture to expand this category and market it for consumers to want to buy. This will be in the form of in-store promotion, online advertising, and digital marketing tactics.

## **Promotion**

Eureka at present isn't concentrating on the development of their online promotion because of the worry of this administration not continuing a practical long haul technique; accordingly, has lost its criticalness as a need. In any case, there is a chance to develop in the limitation of groupings and arrangement of customized suggestions through innovation. Keeping in soul with Eureka's center reason for "seeing superior to anything contenders what customers in your stores need and how to best give," it is profoundly prescribed for Eureka to put resources into web based shopping extension as need. Not exclusively will our Youth image have the option to be advanced widely, yet the site traffic will expand income. What's more, remembering that purchasers are both females and males inside the ages of 18-40, P&G has the ability to deliver a lot of traffic and income to your online channel.

To help further growth in expansion we recommend to offer a college card for students. The more they buy items from P&G the more deals and discounts that they can receive. This option for customers will exclusively be accessible for online purchases to attract online traffic. With this information, we realize it is ideal to lure the target market with a coupon and the rest will come. Along these lines, bringing the deal to a close with existing customers and pulling in new customers for the individuals who were inquiring about up female items on your site.