

Marketing strategy: clearsil case study questions

[Business](#)



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1. Who should be Clearasil's core consumer target - Teens (11-17) only, Young Adults (18-24) only or both Teens and Young Adults? CS has to categories their products into young teens (11 to 15), late teens (16 to 19) and young adults (20 to 24) * the product mix caters to basic economical SKU's of skin care and acne which should be targeted to the young teens * and intensive acne treatment products in skin care towards the late teens * and ultra premium skin care range towards the young adults * Clearsil has gone through 3 re-positioning during the early 2000's. They first positioned themselves targeting both the teens as well as the adults * They were historically known to target the young adults During the 1950's to 1870's the marketing campaign mainly involved famous celebs including Dick Clark announcing the effectiveness of the cream through which sky-rocketed sales * Also included Adventure trips around the world However the same strategy would not work in the modern scenario * Hence the brand was to undergo a brand transformation and also appeal to the young teens * Young teens mainly consist of the school kids who are not VERY worried about skin care but just want to upkeep basic skin care * Late teens are very self-conscious of their looks and would want to keep themselves presentable in their early college life * Young adults enter the market with new-found purchasing power parity and hence can afford to buy ultra premium range to provide the best available care for their skin : Clearasil Ultra and Stay clear are two products which need to be positioned properly.

According to current positioning these two products, though being different are catering to same segment that is 11-24 age group. * Ultra is a product for acne treatment, pimple treatment. It is a quick result product. * Stay Clear is a product which removes dirt , reduces blackheads. It is regular results product meaning Stay Clear has to be used regularly for results.

* Currently both the products cater to the same segment. The communication from the company is also ambiguous. Hence in a way both the products are cannibalizing each other. Hence the market share of Clearasil is decreasing and going down. * One solution for this would be to change the positioning and targeting of Ultra and Stay Clear. Ultra, being a quick results product should be targeted at pre-teens and teens from the age group 11-17.

The main reason for this is people in the age group 11-17 are more anxious and impatient. Stay clear should be targeted at teens from the age group 18-24. This way they won't be cannibalizing each other's market share. This strategy would help Clearasil in increasing their market share over the years.

* Lower Efficacy (less Harsh) In perception mapping, according to the new positioning, stay clear would be lower anxiety and lower efficacy product.

Q3: How to bring this " new" Clearasil brand positioning to life through a few key go-to-market strategies? Bringing it to ' LIFE' .

... Points to be considered for pre designing the campaign:- * Low Budget * Recent Trends * In sync with Current Positioning * Consumer Reach The Campaign:- AGE group 11 - 17 Understanding the current market trends in the Cosmetics Industry along with the competitor analysis of different brand

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campaigns in the same it is evident that there is a huge chunk of youth in the category 11-17 yrs and 18-24 yrs are very much active on internet which includes social media * Tie- Up with upcoming E-Commerce Retailers

Reason/ Impact:- There are many upcoming E-Commerce Retailers which are famous among the youth and gives a big opportunity to the company for making their presence felt to the right target group at convenience Contest which will be held in different colleges across the cities, winners of which will get a chance to be the ' FACE OF THE BRAND' on the website as well as their social media pages. * Maximum youth being active on the social media - ' Youth' gets the needed popularity and the company the " CONSUMER' and ' CONNECT'.

* The ' FACE' of the bloggers... * Contests which give a chance to aspiring bloggers to be the ' FACE' for the others. AGE group 18 - 24 Make your own ' GANG' * Form your unique and stylish gang and get a chance to be a part of the ' Hoarding' Ad.