

Challenge brand manager case study

Business



You are tasked with responsibility launching Hugo Boss energies, a new product in the P&G Fine Fragrance business. You need to prepare for your meeting with the General Manager and present your launch plan for the India. You will need to determine the following for India: 1) Launch Timing & Pricing) Provide a description of your target consumer (where they shop, their interests). Include an overall description of your core target and then focus your time on understanding your prime prospects.

3) Marketing Plan and its expenses.

Marketing plan should include the activities you plan to conduct during the first year, the budget required and how you will reach your awareness target. 4) Detailed Description of marketing ideas to target your prime prospects 5) Detailed Plan for digital ecosystem prior to the launch with 3% of marketing budgets, you can include Youth Video Campaign/ web / commerce etc, decision on whether to outsource or ensure. Leverage the organizational and vendor insights to understand the following platform decisions: a.

Web – Identify content that has an effect on purchase intent, propose an effective social media campaign for the product b.

commerce – Evaluate the channel presence and the channel strategy 6) Detailed plan on sampling including how can we digitize sampling? What can be done to define target groups and increase samples distributed? 4

BACKGROUND: Background Information on P&G: In the 19th century, William Procter and James Gamble immigrated to America and Don settled clown In

Claimants. In 1837, candle-maker Procter and soap-producer Gamble founded a new enterprise: Procter & Gamble.

Within less than 25 years, Procter & Gamble's sales revenues reached 1 Million SAID. After 100 years, Procter & Gamble had expanded its product range to soaps, detergents, and paper products. Already at that time the marketing concept was based on competing brands not only outside the company but also within Procter & Gamble. Today, Procter & Gamble operates in the following categories: Fabric & Home Care, Baby Care, Family Care, Feminine Care, Beauty Care, Health Care, Snacks & Beverages.

This includes leading brands such as Ariel, Pampers, Pantene, and...

Background Information on P Prestige: P Prestige is a sub-division of Procter & Gamble covering mainly the fine fragrances products. Within the fine fragrance category P Prestige is honored as a strong partner with strong global brands and highly successful marketing strategies and concepts. The brand portfolio developed fast over the years and now takes top ranks on global bestseller lists.