

Brita: in search of a winning strategy essay sample

[Nutrition](#)



Who are the target customers

- Brita should shift from mass marketing to niche marketing
- It should target Principled Filter Fans which constitutes 17.4% of the total population
- Pitcher & Faucet Mount users together in this segment spans across 11.7 million Households which is equal to 83% of all water filter users. Total Households

Proportion using Pitcher

& FM

100 million

14.2%

Principled

Filter Fans

Affluent Fridge

Followers

Assertive Self

Improvers

Pitcher & Faucet Mount

67.3%

1.3%

9.5%

Size of Segment

17.4%

14.2%

10.4%

Households Targeted

11.7 million

0.18 million

1 million

Who are the target customers

- They consider filtered water to be healthier than tap water
- They are genuinely concerned about the source of their drinking water
- This segment includes comparatively younger population, hence, it ensures long term growth of the company

- Most important triggers of the purchase process: Impurities in water
- Key Benefits that drive purchase: Remove contaminants

Hence, Brita should market the product as “Healthiest water available”

Scope in the target customers segment

Brita can target these many households more 5.09 mn more households for Pitcher Systems 3.7 mn more households for FM System

Segment Penetration for

Principled Filter Fans

Own Pitcher

<https://assignbuster.com/brita-in-search-of-a-winning-strategy-essay-sample/>

Filtering System

Own Brita

Untapped

Potential

Own Faucet

59. 6% Mount System

50. 9%Own Brita

26. 2%

17. 5%

49. 1%Untapped

82. 5%

5, 091, 866

3, 761, 010

Reaching out to Potential Consumer Segment

Via Social Networking sites

Sports Magazines

Focus on healthy living

Marketing should cater to the psychographic segment that caters to Sports,
Learning, Reading and Cooking