

Marketing

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Physiographic Perception health and hygiene. Learning : 18 to 45 years old : Male and Female : SUM and above : Students to working adults : Middle and Upper class : All races : Urban and Sub-urban : Consumers who concern about their oral : Print ads, Internet, Friends and family, TV Motivation and Needs : Products that helps to relieve tooth sensitivity or prevents cavities Attitude & Personality : Brand, Price and Promotion, Taste conscious Lifestyle : Modern, busy Product Attributes

Clinically proven toothpaste with active ingredients to help relieve sensitivity. It is the best product for sensitive teeth in market place. There is a range of toothpastes to meet different needs of the consumer: Sensory Rapid Relief: Sensory Rapid Relief provides clinically proven rapid relief for sensitive teeth- works in 60 seconds to relieve tooth sensitivity when directly applied with a fingertip for one minute. Sensory Repair and Protect: It repairs the vulnerable areas of exposed dentin which seeks out and forms a tooth-like layer over vulnerable areas of the tooth.

Sensory Gel xx protection toothpaste: Sensory cool and Sensory mint gel toothpaste relieves sensitive teeth by building a protective barrier that blocks the sensation caused by hot, cold, sweet and other contact triggers and keeps it from coming back. In the toothpaste category there is a gap in the market as competitors in the market are only able to provide all rounded toothpaste with low prices but most of them are unable to fulfill the need to cure sensitive teeth. Sensory provides products that are highly recognized and recommended by dentists worldwide, which tends to increase the confidence of customers.