

Marketing communications proposal for bulldog



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The UK men's skincare industry was a £57 million a year industry in 2008 and is highly competitive. It is still a miniature market when compared to the women's skincare revenue which was 10 times higher in the same time. (<http://www.mintel.com/press-centre/press-releases/237/mens-skincare-market-just-doesnt-scrub-up>). It is under these circumstances that Bulldog was established by Simon Duffy and Rhodri Ferrier. Bulldog is a natural-skincare brand specially formulated for men.

They have aimed at differentiating their product by the organic nature of the products where most of the competitor's products included synthetic ingredients and by refraining from animal testing for which they were accredited by the BUAV (British Union for the Abolition of Vivisection). They are the only brand in the market currently with the accreditation.

(<http://www.buav.org/a/2009/12/23/257>) The aim of Simon Duffy is to get a Bulldog product into every bathroom in Britain and they aim to achieve this by positioning themselves as an ordinary brand for ordinary men.

With the phenomenal growth experienced since the launch, it is now decided to further promote the Bulldog brand by investing in above the line promotions. The following is a marketing proposal which recommends the courses of action which needs to be undertaken in the promotion of the brand.