

Lux beauty bar soft touch marketing essay



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Consumer product divides into four categories which is convenience, shopping specialty and unsought product. Lux Beauty Bar “ Soft Touch” is consumer product which under convenience goods. Lux is tangible, Non-durable goods on the basis of this classification. Convenience goods are type of good that is purchased often by consumer without involving much exertion or consideration. We bought it frequently and immediately. We need a solid soap all the time for cleaning our body in order to protect our body. We used soap for bath every day. When it finished, we have to buy again from shop immediately. A business that selling convenience product will typically need to focus on increasing production volume rather than on improving product features and quality to maximize profit. Because of the high purchase volume, pricing of Lux Beauty Bar “ Soft Touch” tends to be relatively low. From the Lux firm’s view, the low price of convenience products means that profit earn is very low. In order to maximize profit, the firm is selling in large volume. Consequently, Lux Company attempt to distribute solid soap in mass through as many retail outlets as possible. So, we can buy the Lux Beauty Bar “ Soft Touch” from many purchase location such as 7-eleven, grocery shop, TESCO, CARREFOUR and more. Due to many competitors in the market, the Lux Company has made many advertising on Lux Beauty Bar “ Soft Touch”.

2. 1. 2 Product & Service Desion

Product Attributes

Product quality

The product offers value for money in the premium segment. As Lux is popularly known as a well brand it is also one of the reason the consumer has a perception in mind that product is good of quality.

Features

Lux soap has been popular for its product offering. It offers its customers a range of soaps enriched with a variety of nourishing ingredients such as rose extracts, almond oil, milk cream, fruit extracts and honey which are help user to have a perfect skin.

Style and design

To establish the presence nourishing ingredient in the Lux soap, a unique concept, “ ingredients you can see in the soaps”, was born. A perfectly packaging beautifully showcased the ingredients and it accepted by society. Its globally ingredient-linked perfume increased the sensorial experience.

Branding

Branding plays an important role as it is intended to signify the products of Lux and differentiate them from competitors. The current logo is containing three words which is “ LUX”. It coloured with gold colour. Brand name “ LUX” is derived from Latin, meaning light. It is a short form of English word Luxury and the name has shown how the products work. It symbolizes Luxury, relaxation and comfortable. Branding has offered legal protection for its unique intellectual property. Other than that, Lux is able to build up strong

customer loyalty and premium charged for the brand through branding. In addition, branding aids in adding value to the product of Lux. The brand or the logo of Lux helps in the identification of products and it is a hint about the product quality for buyers.

Packaging

Packaging is important when the products are being purchased as it is the first things that consumers see before purchasing the products. The different colours have different variants. For example, Lux soap “ Soft Touch” is in pink colour and Lux soap “ Wake Me Up” is in blue colour. It has different package size which is 100gm and 120gm.

Labeling

Labelling is an important element which helps to provide information for buyers and intermediaries. Sometimes it includes unit pricing, open dating, nutritional labeling and more. Lux trade character or logo is present prominently in the package. There also has one female model in the packaging. The key ingredient is display graphically.

Product Support Services

2. 1. 3 Major Brand Strategy Decision

Brand Positioning

“ We all want to be pampered, to look and feel great, to enjoy that moment when anything seems possible. And that’s just what LUX offers you on a daily basis at a price you can afford...” This is the Unilever brand positioning for LUX product. The product benefit is LUX provides women with a collection of

sophisticated skin and hair care products developed to meet their needs and delight their senses

It hits consumer on a deeper level and experience with “ LUX bring the star in you”

Brand Name Selection

For brand name selection, brand name “ LUX” is derived from Latin, meaning light. It is a short form of English word Luxury and the name has shown how the products work. It symbolizes Luxury, relaxation and comfortable. This name LUX is one of the main reason of the popularity of this some. LUX is the name that goes out with its products, which describes products as light as silk, luxurious experience and gentle. It’s a unique name which is easy to pronounce and remember.

Brand Sponsorship

Unilever is a manufacture’s brand and its shares its profit with government. It is a semi private company that creates brands all over world such as LUX, Dove, Lifebuoy and more. Since 1925, Lux launched the world first mass market beauty bar, “ make like the costliest French soap” and it keep improve their product quality until now.

Brand Development Strategies

Unilever has to take some brand strategies in order to create high value for local LUX over competitors. It should create a line extension strategy.

Introduce more variants in existing LUX products. It can increase the sales and maximize the profit. Besides that, Unilever can have a brand extension strategy, it can introduced complete brand new products under the name of

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LUX. For example shower gel, liquid soap and more so that local products of LUX have more charm and customer attention than the local one.