

# Cns breathe – right nasal strips

[Education](#)



CNS Breathe Right nasal strips are part of the over-the-counter health aids industry. They have established a niche as the only company to offer relief for consumers who snore.

### **SWOT Analysis:**

**Strengths:** Breathe-Right is a one-of-a-kind product and it caters to two very common problems: stuffy noses and snoring. There are no other such products on the market (except for a few store-brand generic versions), so Breathe-Right has the snoring market all to itself.

**Weaknesses:** The strip must be affixed to the nose in order to work. Not everyone wants to go to bed wearing such an appliance, and most people will not wear it during the day, thus limiting purchase possibilities. The marketing thus far has been strong during cold and flu season and weak to non-existent the rest of the year. Consumers need to be reminded that these products exist when they have a summer cold or spring allergies.

**Opportunities:** Breathe-Right, on the market for over ten years, now has a reputation as being able to relieve stuffy noses: therefore, they can add new varieties of strips (mentholated, or clear so that the strips aren't obvious).

**Threats:** Breathe-Right should keep an eye out for competitors and have a plan in place to assert themselves as the primary source of cold and flu relief.

### 3. Marketing Mix Strategy:

**Product:** Breathe-Right Nasal strips, which adhere to the nose and make it easier to breathe, while decreasing snoring. The product

rates a perfect 1. It entered the market in the mid-90's when there was nothing like it around.

Price: Around \$5 per box. The price is a 1. It is high enough to make a profit for the company, but not so high to be too expensive. It is offered in different amounts so the consumer doesn't need to pay for more than they need.

Promotion: Products are heavily promoted during cold/flu season.

Promotion only rates a 2, as the product isn't as visible as it was when it first entered the market.

Place: Strips are sold over the counter wherever "health aids" are sold. Rating is a 1, for it can be found anywhere from convenience stores to larger stores like Wal-Mart.

#### 4. Website Review:

The home page displays CNS's entire line of products, including: Breathe-Right strips, Snore Relief, and Fiber Choice. The website can be found using the company's name, CNS, or typing Breathe-Right into a search engine. The mint-flavored Snore Relief is featured in a larger space on the page. Consumers who aren't aware of the company's entire line of products will be pleased to find that they have a multi-faceted line. The home page also features links to the latest news and events.

## **Bruce Johnson Breathe Right**

### **Who invented breathe right strips?**

The link to the Product page features the domestic and international products. The inventors page provides a link to both the inventor of the strips, Bruce Johnson, and the inventor of Fiber Choice, Jerome Lecari. It also provides a link for aspiring inventors, taking them through the patenting process. The Careers page gives job hunters a chance to view all available jobs within the company and to submit a resume online.

The most detailed page by far is the Investors page. This page includes corporate and stock information, and the annual reports are archived here. This page gives the consumer an opportunity to view the entire CNSfamily, including the board of directors. Finally, the News page features everything going on with CNS and its new owner, Glaxxo-SmithKline. Consumers can also check the archives for older news and press releases.

### **Case Study:**

Breathe Right's marketing strategy is offer innovative solutions to every day problems. One of those problems, of course, is that of snoring. Not only is it annoying to anyone who must listen to it, but it also keeps the snorer from getting a good night's sleep. Since their introduction to the market in the mid-1990's, CNS has repositioned themselves within the personal care industry. They have done this by offering a new line of products, including:

Drug-free relief from nasal congestion - aimed towards those individuals who don't want to worry about feeling sleepy or hyper in order to get cold relief. Nor do these customers want to give such products to their children.

Expansion of the current product line, including mentholated strips and strips designed and sized for children.

The company has an excellent strategy relative to its use of the marketing mix. CNS and Breathe-Right are expanding on a market they partially created. Before the Breathe-Right strips, there wasn't much hope for individuals who snored. There were questionable surgical procedures, drippy nasal sprays, and little else. The strips are simple and do not require the user to take drugs. The promotion has been steady: print ads and commercials. Their latest strategy involves capitalizing on cold and flu season. Due to the severity of recent flu seasons, Breathe-Right is positioning itself in a limitless market.

A) My first recommendation for the company is to have a stronger advertising campaign. The consumer knows the strips are available, but do they know that they're meant to help consumers breathe, and they're not just limited to those who snore? This would be a good point to focus on. A new advertising campaign could target travelers who sleep on planes, and start selling the strips to airlines. Consumers would then be able to purchase them in-flight. B) I would recommend in-store campaigns with free samples, trial sizes and coupons/rebate for purchases. C) The company should piggyback its products by offering packaging that includes both the strips and the Snore Relief, possibly in a smaller bottle.