

Marketing plan for persil cleaner planet plan marketing essay



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With the recent new initiative of the Persil Cleaner Planet Plan being foremost in the companies mind <http://www.persil.com/CleanerPlanet.aspx> the main objectives of the plan are to be the focal point of this marketing plan. The development of a new product which is environmentally friendly, kind on skin, yet tough on stains is going to enable the achievement of these objectives.

With the continuous introduction of re-usable nappy schemes throughout the world it can be seen that there is a potential market for a product that can meet the needs of consumers.

In order to reduce the carbon footprint through the use of re-usable nappies a product has to be introduced that can wash at low temperatures. Previous research has shown that in order to benefit from the use of re-usable nappies compared to disposable ones certain factors have to be taken into account when washing e. g. low temperature, full load etc.

The main purpose of this new product shall be the washing of re-usable nappies and clothes at as lower temperate as possible.

To ensure success in achieving the objectives specific marketing strategies will be used in the marketing plan process these are segmentation, targeting and the marketing mix, all of which will establish the products potential.

Cleaner Planet Plan

Tactics

Segmentation

To establish the target market for the new product the use of demographic segmentation will be adopted. This will enable the company to reach specific consumers and help to understand their needs.

A variable of demographic segmentation to consider is Generation X as they could prove to be a potential target market for the product, although getting the message across to them will be difficult and will need to be done via word of mouth.

Targeting

The product is to be mainly aimed at new parents; the recent baby boom will create significant opportunities, whilst also targeting existing consumers who care about the environment and the affect of global warming.

With the initial use of penetration pricing the new product will be accessible to those consumers who wish to change from their current brand to a more environmentally friendly one and will attract parents keen on the idea of using re-usable nappies but concerned about the initial outlay, as this can often be quite expensive.

Marketing mix 4P's

The four strategies of the marketing mix will be used to reach the companies objectives.

Product

In using the concept of benefit building figure 1(LearnMarketing. net, 2009) as devised by Philip Kotler the company can begin to get an overall picture of the product and its benefits.

Figure 1

<http://www.learnmarketing.net/totalproduct1.jpg>

The new product is to be named “ Persil Nature”, an environmentally friendly, non-biological, hypo-allergenic washing powder with added Aloe Vera. It is to be made from plant and mineral based ingredients that are biodegradable.

“ Persil Nature’s” core function is to enable the washing of re-usable nappies and clothes at a temperature of 15c or better still cold water.

It will be packaged in a biodegradable cardboard box with a pull out pouring spout. Preference is to be given to cardboard as oppose to plastic as the opportunities for recycling from home are far greater. It will be available in pack sizes of 850g, 2. 38kg and 4. 25kg.

The labelling will have the typical Persil branding and will display a top tips section with advice on the best ways of washing, drying etc. to further promote the environmental issues. There will also be information to direct consumers to the company’s Cleaner Planet Plan website.

It shall come with a money back guarantee if consumers are not entirely satisfied with the product.

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Price

The penetration pricing strategy will be used to encourage consumers to use the product. An introductory price will be used in the first few weeks of the launching of the new product. This initial price shall be in line with other biological products in the companies range.

The price will then be increased in line with other similar products on the market, with special attention been paid to the companies close competitors.

Table 1 below shows the introductory and increased prices for each pack size:

Table 1

Pack size

Introductory price

Increased price

850g

£3. 49

£4. 49

2. 38kg

£6. 99

£7. 99

4. 25kg

£10. 99

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£11. 99

The price will constantly be reviewed in order to achieve the maximum potential of the product and strategies put in place where relevant.

Promotion

A wide variety of marketing campaigns will be undertaken to reach the target market. The use of TV, radio and the web will help to promote the product to a wider audience. Advertisements will be placed in newspapers and magazines and promotional leaflets will also be used.

The company will work in partnership with local councils, hospitals; through midwives and nurseries to promote re-usable nappy schemes and also the new product. Partnership will also take place with re-usable nappy companies, with money-off coupons being placed on nappy products and vice versa.

Place

The product will need to be in the right place at the right time. This process will need to be carefully planned as bad timing can have a significant impact on whether a new product succeeds or fails in the world of fast moving consumer goods.

Distribution will be made through retailers as there is a strong market presence already there and they are able to have a more personal relationship with consumers.