

Marketing plan for perfume j'adore, by dior assignment

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My product: Dior's Perfume, J'adore 1. J'adore is a timeless fragrance by Christian Dior. It was created in 1999 and remains one of the most popular fragrances of the brand for women. Christian Dior, the father of the "New Look", had for main goal to "save women from nature". Dior is known everywhere in the world. "Absolute femininity" is one of the slogans for J'adore. 2. Dior uses different market segmentations to sell their product. First of all, there is a geographic segmentation. Perfumes are luxury products. Thus, they target wealthier areas like North America, Western Europe, Japan, etc.

Since Dior is popular worldwide, we can obviously find it everywhere, but their market is based on these areas' needs. Then, they use demographic segmentation. They target adult women who have quite high incomes. Perfumes are something not everybody can afford. This fragrance can be worn for any occasion, special as well as regular; it is light but demonstrates personality and femininity. They are trying to get a medium to strong loyalty status. As for any perfume, if a woman likes it; she will probably buy it again. It is a very accessible product.

Any store like Macy's, Nordstrom or Sephora in North America or "perfumeries" in Western Europe will sell J'adore. The segment is very large, because many people, even if they do not fall in one category, will buy perfumes for special occasions, like Christmas. This is a gift that always makes a woman happy, and Dior develops its marketing around that. Indeed, during Christmas, they make a lot of offers that combines a lotion with the perfume for example. Also, there are no separate segments between

women; all women want to wear perfume. 3. There are many competitors when it comes to perfumes.

But I would say that Chanel's Coco Mademoiselle, Lancome's O and Prada are three main competitors. Chanel is a company based in France. Chanel is just as famous as Dior, if not more. They built their reputation on quality and uniqueness. Coco Mademoiselle is the equivalent of J'adore for Chanel. It is not their main perfume, but is a very important one. The market segmentation is the same. From a customer point of view, they hire celebrities to promote the perfume. Lastly Kate Moss was representing Coco Mademoiselle. They also take greatly care of the image it gives to customers.

They hire the best photographer and director for their ads. The image has to be perfect and make the women looking at it dream. I am not an expert to say what Chanel could do better, but as a customer, I think they should make Coco Mademoiselle look younger, because the fragrance could fit many girls in their late teenager years. The information is from: www.chanel.com/fragrance. Lancome is also a company based in France. O by Lancome has almost the same market segmentation, except it is a little wider. Indeed, teenagers are targeted as well as accomplished women.

O has a fresh look, and is related to water in all commercials or ads. It was the point at the beginning, because "O" is an abbreviation for water in French. The image is fluid, but stays classy. This is the advantage. From a customer's point of view, wearing this fragrance is like taking a fresh air breath. However, I think they should make more effort when it comes to

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advertising the perfume. Indeed, a perfume is supposed to reflect fashion and perfection, but it only looks fresh, it does not seem like there is a lot of research to make it a dream.

The information is from: www.lancome-usa.com/fragrance. Prada is a company based in Italy. The perfume is also called Prada. The market segmentation is smaller, because the price is higher. The Prada perfume is more expensive than the two others quoted above. Prada also has a stronger and more oriental smell. Prada's perfume is of excellent quality. It comes with a certificate that each bottle was created with the best ingredients possible and handmade until they put into the bottle. This is the highest quality.

However, Prada, just as Chanel, counts a lot on its reputation to sell their products. Even if many marketing efforts are made, I think they could go further by revitalizing their image and create a real identity for this product. Giving a fresh look and impression would make the market segmentation wider and accessible to more women. The information is from: www.prada.com 4. Since Dior's resources are not limited, thus they are opening their market to many places like Middle East, South and Central America, Easter Asia,

Easter Europe, and even Northern Africa. They are using the mondialization to expand their reputation and their products. However, nowadays, the Euro's value is getting very high, and they are starting to adapt their prices abroad, because the exports were slowing down a bit. Dior has contracts with Sephora, which is a " beauty retailer". Sephora being present more and

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more abroad, this is a great marketing strategy. For instance, I know that Sephora surveys its customers, and then send by email or regular mail, offers adapted to their tastes.

This is a great way to attract people and to make them loyal to a specific brand. Dior identifies the competitive advantages. For instance, when Nicole Kidman spotted a 3-minute-video to promote Chanel n° 5, they filmed Charlize Theron, who is now the figure of J'adore, and had her put the perfume above gold (“ gold is cold”) and diamonds. That was a big hit. That way, they made J'adore different from Chanel's perfume. It was distinctive, because they communicated that the product was above the most precious materials, thus superior to the competitor's product.

It would be very hard for the competitors to copy this difference. The prices of J'adore, Coco Mademoiselle, or O are very similar. Thus, the customer would not have to pay a lot more for the difference. The smell of J'adore is just perfect for any occasion. It is discrete, but not anonymous. It gives an identity to the woman who wears it; it makes her feel good and confident. I think J'adore proposes “ more for the same”. The price is almost the same as its competitors, but the quality, overall rating, and popularity is better.