

# Crest toothpaste



**ASSIGN  
BUSTER**

The Crest brand of toothpaste has a longstanding history of over 50 years. Being the first to develop fluoride effective in preventing cavities and tooth decay, it served as a major scientific breakthrough and has been a trusted product throughout the years. Today, it continues to make advancements towards dental hygiene, and has also developed several other products to assist in complete oral care.

The Crest product line includes toothpaste, toothbrushes, dental floss, whitening products, and mouthwash. Each of these products has several variations, creating a program of oral care for everyone. In developing a marketing plan, there are several questions that Proctor and Gamble must ask themselves in order to get their product to the correct consumers. These include identifying your target audience, identifying the competition, deciding where to make your product available, the price in which to sell it, and the means of which to promote the product. Offering a product of oral care, the target market is very broad. Crest offers a complete product line, including items for children, which expands their target market.

Therefore, the audience that Crest needs to reach would be all people, regardless of age, gender, income level, ethnicity, education, occupation, or geographic location, as long as they do have teeth and have a need for oral care. With any product comes the possibility of competition. Proctor and Gamble should closely keep an eye on the competitors of the Crest product line, so that they are able to counteract the activities that the competition may do. Competitors for Crest include Colgate, Aim, and several others, although the largest competition is Colgate, a product of the Colgate-Palmolive Company. The next step is to decide where to sell the product line.

The most obvious is to make it available in grocery stores, both the neighborhood stores and the large superstores around the world. In addition, since oral care is such an essential part of everyday life, it becomes a necessity. Therefore, the product should also be available in locations such as drugstores and gas station convenience stores. Finally, with the knowledge that as people travel they may forget to pack their dental hygiene products, they may also make it available in hotel gift shops across the world. Deciding a price for the product is a very important step.

If the price is too high, consumers may opt for the less expensive alternative, even though Crest has such a strong, longstanding tradition. Setting the price too low may make consumers wonder why the leader in oral care is selling their products lower than others, and may opt for another option due to a discombobulating combination of a trusted product and a lower than average price. Therefore, a price slightly above average would be the best option, as it would relay to consumers that it is a leader in the industry that should be strongly considered, and the difference in price would reflect added value. Finally, as oral care is an inelastic product, as the economy changes the price may fluctuate and the demand should not be affected. Lastly, Proctor and Gamble must decide how to promote the product. As they are credited for the scientific breakthrough of the effects of fluoride on cavity and tooth decay prevention, P&G should certainly make this known.

This will create a general respect for the product, and a strong sense of trust. Visual advertisements are a strong force that should be considered.

Television commercials featuring beautiful people with strong, white, and healthy teeth will be a strong message to send to consumers. Also, as new

flavors and varieties are developed, new campaigns directed at the added features would also assist in selling the product. Print advertisements would be best in use of magazines, namely ones that are geared towards families. Although the target market includes all individuals, women are the primary decision makers and shoppers for household products, therefore the ads should be in periodicals that they frequent.

In conclusion, there are several things to consider when developing a marketing plan, and all must be carefully evaluated prior to jumping into anything. One wrong decision in any of these steps could greatly affect the product life cycle of Crest, and give the competitors a leading edge. With their history of 53 years, Crest has proven that they have made the correct decisions, and remain a strong force in the industry of oral care. Works Cited Colgate Website. Colgate-Palmolive Company. 26 July 2008.

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