

# Euthymol toothpaste



**ASSIGN  
BUSTER**

Abstract: In this marketing report, I will analyse our product which call Euthymol toothpaste. Firstly, I am going to describe the background of Johnson and Johnson, Euthymol toothpaste is distributed by this company. After that, I will talk about how we did the survey about this product. Then I am going to focus on the product and analyse it by using secondary research and survey results, it includes product, price, place and promotion. Finally, I will give some suggestions to this product. Introduction: Euthymol toothpaste was marked by Warner-Lambert, but now it is distributed by Johnson and Johnson. J&J is an American public company.

It was founded in 1886, there are three founders, they are Rober Wood Johnson, James Wood Johnson and Edward Mead Johnson. The initiative of this company is to encourage people to live healthy and helping the people who care about health, and it has widest health care product in the world. Euthymol toothpaste is an old brand toothpaste, it has strong taste and bright pink color. Most of the consumers are the older people and people who are in the army. On the other hand, there are many people do not like this toothpaste because its taste too strong or other reasons such as the color and the packaging of this toothpaste. Methodology:

In my group, there were three people, Aliyu, Yuko and me. We did the survey of Euthymol toothpaste at Middlesex University, Hendon central and Cricklewood lane on 24 November. We have asked 30 people for answering the questionnaire, but 27 people answered it. There are 16 male respondents and 11 female respondents. They came from 7 different countries, such as the UK, Japan, China, Canada and so on. Results and Analysis of Marketing Mix: We have done a survey of Euthymol toothpaste

and some research on the internet. Now I am going to analyse Euthymol toothpaste by using the results and information of our secondary research from the internet.

It includes product, price, place and promotion. Product: Euthymol toothpaste is an old brand toothpaste, it was marked by Warner-Lambert, and now it is distributed by J&J. Nowadays, it is not a well know brand of toothpaste. From the results, there are 16 (59%) respondents have never used this toothpaste before, so we decided it is at the point of decline in the product life circle. Euthymol toothpaste has different taste and color between other brands of toothpaste. Most of the toothpastes taste like mints and the color is white.

Euthymol toothpaste is one of the strongest tastes of toothpaste and there are no mints in it. Its color is bright pink, it makes this toothpaste special. As results of the survey, we can see that most of the respondents (48%) like the taste and color of this toothpaste, and some respondents do not care about them. Euthymol toothpaste has an old-fashion and elegant packaging, because this packaging, it stands out from others toothpaste. We found that from the results, there are 16 (59%)respondents do not like the packaging of this toothpaste and 11 (41%) like the packaging. Euthymol toothpaste has some competitor.

As results of the survey, we can see that, Colgate toothpaste and Aquafresh toothpaste are the main competitors, especially Colgate. In the results, there are 12 respondents chosen Colgate toothpaste as their favorite toothpaste. It is about 44% of total respondents. Price: 75 ml of Euthymol toothpaste costs about 2 pounds in pharmacy, supermarket and local store, because it sole in

different place, so the prices are slightly different. From the survey results, most of the respondents think this price is average. And there 7 respondents think it is cheap and 8 respondents think it is expensive.

As this result, we can see most of the respondents would not consider the price when they buy this toothpaste, because it is cheap. For these reasons, we can found out that Euthymol toothpaste is an economy product. Place: Euthymol toothpaste only sold in the UK, it is not a famous brand of toothpaste. It sold in some of the supermarkets, local stores and pharmacy. There are 72% of the respondents usually buy this toothpaste in Pharmacy. It seems not easy to find it in the supermarkets and local stores. Promotion: Euthymol toothpaste has not much promotion such as advertising, sales promotion and direct mail.

From the survey results, we can see that advertising is the main promotion of this toothpaste, because there are 13 (50%) respondents know this toothpaste from advertising. And there are 8 (30%) respondents selected other, it means there are quit a lot of people know this toothpaste in other ways. For example, some people started to know this toothpaste from friends' recommendation. Conclusion: In conclusion, Most of people are satisfied with the taste and the color of this toothpaste, but there 59% of the respondents are not happy with the packaging of this toothpaste.

If the company of Euthymal toothpaste wants to share more market, it has to solve packaging problem. In my opinion, the best solution is to invent other Euthymol toothpaste, it has different packaging and effects between the original one, so it can keep the old customers and attract new customers. The company did a good pricing of this toothpaste, because there are 10

people think this price of this toothpaste is average, even there are 8 people think it is cheap. The place and the promotion are the weaknesses of this toothpaste. Most of people think it is hard to find it in supermarket and local store. 2% of the respondents usually buy it in Pharmacy. I suggest that, this toothpaste should be sold in every supermarket, because people like shopping in supermarket. It could be the way to increase sales of this toothpaste. The other problem is the promotion, many people did not know what Euthymol toothpaste it is, Because they cannot see any promotion of this toothpaste now, such as advertising and billboard. The company should do more promotion on this toothpaste such as buy one get one free and advertising on TV and so on. It is the best way to let people getting to know Euthymol toothpaste and makes it popular.