

# Marketing communication report for procter and gamble



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We are provided with an opportunity to design a marketing communication report for which we have selected “ Procter & Gamble” as our organisation now what does marketing communication means well Richard J. Varey in 2002 stated about marketing communication as

“ Marketing communication is a set of purposive activities, linked and coordinated to some degree. These activities are simply some of the actions that occur in a situation, impart some influence on the situation and are in turn influenced by the context in which they arise.” (p. 19)

Now let us talk about the organisation which is Procter & Gamble. This organisation was found in 1837 and is a part of Fortune 500 America Multinational Corporation with its head office located in Downtown Cincinnati, Ohio; this company produce a large range of consumer’s goods.

This company is ranked 6th in Fortune Most Admired Companies 2010 list, the company has invested in many business innovation like brand management and soap opera.

23 of P&G’s brands have more than a billion dollars in net annual sales, and another 18 have sales between \$500 million and \$1 billion.

Ariel is a brand of laundry detergent/liquid available in numerous forms and scents.

Bounty is a brand of paper towel sold in the United States and Canada.

Braun is a small-appliances manufacturer specializing in electric shavers, epilators, hair care appliances and blenders.

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CoverGirl is a brand of women's cosmetics.

Crest/Oral B is a brand of toothpaste and teeth whitening products.

Dawn/Fairy is a brand of dishwashing detergent.

Downy/Lenor is a brand of fabric softener.

Duracell is a brand of batteries and flashlights.

Fusion is a brand of men's wet shave razors and is the quickest P&G brand to have reached \$1 billion in annual sales.

Gain is a brand of laundry detergent, fabric softeners and liquid dish soap.

Gillette is a brand of safety razor and male grooming products.

Head & Shoulders is a brand of anti-dandruff shampoo and conditioners.

Olay is a brand of women's skin care products.

Oral-B is a brand of toothbrush, and oral care products.

Pampers is a brand of disposable diaper and other baby care products.

Pantene is a brand of hair care products (conditioners/styling aids).

Pringles is a brand of potato chips.

Ace/Tide is a brand of laundry detergent.

Wella is a brand name of hair care products (shampoo, conditioner, styling, and hair colour).

Always/Whisper is a brand of panty liners sold primarily in Asian markets.

Flash/Mister Clean is a brand of multi-purpose cleaner, and spray sold in the United States and Great Britain.

Most of these brands, including Bounty, Crest, Pringles, and Tide, are global products available on several continents. Procter & Gamble products are available in North America, Latin America, Europe, the Middle East, Africa, Asia, Australia and New Zealand.

## EXTERNAL ENVIROMENT

As above stated that P & G cover a huge range of products, now let us talk about its core strengths, weaknesses, opportunities & threats now let us talk about them one by one,

## STRENGTH

P & G has a long range of products which it sells in the market. P&G has a diverse product line and some of its brands have multimillion dollar sale in the world and it is the key player in the FMCG market. As we said in the above that P&G is ranked 22 above all its competitors in its league

## WEAKNESS

Their main weakness is their strength which is their product line due to their diversified product line it is hard for them to concentrate on one product which make it difficult for them to synchronise their operation in each product line like you can see that they are providing two different type of

washing powders TIDE & ARIEAL which are their top brands and kind a rival to each other.

#### OPPORTUNITY

#### THREAT

Their competition in the market is quite severe as their main rival is Unilever and this company has the same popularity in the market as P&G. The product line of P&G also invite local goods manufacturer to compete them in the market this company's product line is so huge that concentrating on a single product is not easy. And the competing local manufacturers are providing single product and can evaluate on them quite easily.

Now there is another analysis which needs to be analysed which is PEST Analysis in which we analyse the Political, Economic, Social, and Technological changes on any company.

#### POLITICAL

The company we are talking about has multinational approach and is working in the whole world as a unit and it suffer a lot due to political instability in any country if take as example of Pakistan where most government change their monitoring and fiscal policy on semi -annually bases and due to that the company has to re-structure their financial decision and sometime due to that some product are not launched which result in waste of money and marketing effort.

#### ECONOMIC

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The economy has an influence on the company as we can see that in Pakistan the economy of the country is quite down and that result in less ability of people to consume there products as the company product have high prices with regard to their local competitors.

## SOCIAL

Some religious fanatics don't accept the idea of buying foreign products for example, sometimes it is difficult to launch a foreign product in the Northern Areas of Pakistan due to common fundamentalist approach of the people where these fanatics in a majority.

## TECHNOLOGICAL

This company is producing goods with best possible technology but they have to keep an eye on the latest technological advancement in the field of manufacturing and marketing.

## MARGET SEGMENTATION

The company's product line and prices invites masses to purchase their products and segmenting in their reference will be on gender and age because most of their products are daily use items they are manufacturer of shampoo, toothpaste, male and female grooming items and many other products of such nature and dividing people would be in gender and age because if we would go for men than GELLETE and FUSION are their brands for men which include shaving, and deodorants and such products and detergents and cosmetics for ladies like ARIEL, TIDE and perfume and make up products.

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## MARKETING MIX

We divide this analysis into four categories Product, Price, Place & Promotion lets discuss them one by one,

### PRODUCT

The company we are analysing has a long range of products and most of them are low priced product but innovation in product is very good for them as we see that they were the first to provide three blades razor in their brand of Gillette named Mark 3 and now the five blade razor called Fusion which was introduced in 2006 which means that they are innovating their products.

### PRICE

The company is a fast moving consumer goods company and this company provides a low priced product range as their profit is calculated on volume and they have to provide at the least possible price.

### PLACE

The major distribution network is through super market and local markets and these brands are mostly high on the rack in these markets.

### PROMOTION

The shelf rack space is the best way to do promotion for any company and so is happening with this company the product line is huge and these products are displayed on the shelf of the superstore which does their promotion by their own. And they do odd advertisement.

## MARKETING STRATEGIES

## REFERENCES

For ranking of P&G in Fortune 500 List

[http://money.cnn.com/magazines/fortune/fortune500/2010/full\\_list/](http://money.cnn.com/magazines/fortune/fortune500/2010/full_list/)

Marketing Strategies

<http://www.corporatewatch.org.uk/?lid=247>