Case study- Pacific Brands: Segmenting Australian Brassiere Consumers

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Question 1

What are the key segments of brassiere shoppers, according to differences in consumers’ physical, psychological, and retail- experience needs?

Answer:

Using the data from the Enginius segmentation research, we can identify important segments of brassiere shoppers based on their unique physical, psychological, and retail experience needs:

Physical Attributes Segment: Enginius study most likely showed segments based on physical characteristics such as body type, size, and fitness preferences. These demographics would include consumers who prioritize comfort and support when selecting a brassiere. Variations in size preferences and style inclinations within this sector would enable for more targeted marketing efforts that cater to diverse fit and style preferences.

Psychological Factors Segment: Another category revealed in the Enginius research may be based on psychological characteristics such as fashion preferences, brand loyalty, and lifestyle choices. Subsegments within this category could include fashion-conscious buyers looking for trendy designs, brand loyalists who value established brands for quality, and Individuals who see bras as a reflection of their self-image and lifestyle.

Retail Experience Needs Segment: The Enginius analysis most likely identified segments based on retail experience preferences, considering aspects like online vs. offline shopping behavior and store atmosphere preferences. Some customers may prefer the convenience of internet purchasing, but others may value the individualized service provided in physical stores. Subsegments could include tech-savvy internet shoppers and those who prefer the in-store fitting experience.

By employing Enginius' segmentation analytics, brassiere businesses like PBG can effectively target these important segments with specialized marketing strategies and product offerings that meet their specific physical, psychological, and retail experience demands.

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Question 2

Does it make sense for PBG to target specific segments to increase sales for Timeless and Infinity? If so, summarize the strategic rationale for the segmentation strategy and specify the segments that PBG should target. If not, explain why not.

Answer:

It makes strategic sense for PBG to target specific segments to enhance sales of the Timeless and Infinity brassieres. Here's the rationale and the specific segments that PBG should target:

Rationale for Segmentation Strategy: The segmentation analysis identified discrete segments within the brassiere market based on physical characteristics, psychological preferences, and retail experience requirements. Targeting individual groups enables PBG to efficiently adjust their marketing efforts and product offers to each segment's distinct demands and preferences. PBG may better target their marketing spending and achieve revenue growth by concentrating on segments with higher sales growth potential and brand affinity.

PBG should target fashion-conscious consumers that value innovative designs and style developments. These customers are likely to appreciate the Timeless brassiere, which features current patterns and stylistic versatility to fit changing fashion trends.

b. Comfort and Fit Segment: Another segment to target is consumers who prioritize comfort, fit, and support in their brassiere purchases. This group would be especially interested in the Infinity brassiere, which is noted for its exceptional comfort features and customizable fit possibilities. By stressing the Infinity brassiere's ergonomic shape and sophisticated support technologies, PBG may appeal to this segment's tastes and increase sales.

c. Online Shopping Segment: PBG should target consumers who like to purchase online. These customers prioritize ease, accessibility, and a smooth online shopping experience. By improving their online presence, refining their e-commerce platform, and conducting focused digital marketing initiatives, PBG can effectively reach and engage with this sector, driving sales of both Timeless and Infinity brassieres through online channels.

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In conclusion, by strategically targeting certain segments identified by the segmentation research, PBG may maximize marketing effectiveness, improve brand resonance, and eventually increase sales of their Timeless and Infinity brassiere lines.

Question 3

What specific advertising and retailing programs would allow the company’s new brassiere offerings, Timeless and Infinity, to target their potential respective consumers most effectively?

Answer:

Based on the segmentation research and the characteristics of the identified segments, PBG's new brassiere offerings, Timeless and Infinity, should use the following advertising and retailing campaigns to successfully target their potential customers:

Fashion-Conscious Segment (targeting Timeless Brassieres)

Fashion displays and Influencer Collaborations: Plan fashion displays that highlight the most recent trends and designs in Timeless brassieres. Collaborate with fashion influencers and celebrities to promote the brand and raise awareness among fashion-conscious consumers.

Social Media Campaigns: Launch targeted social media campaigns on platforms like as Instagram and TikTok, using user-generated material and testimonials that showcase Timeless brassieres' stylistic adaptability and trendy appeal.

Retail Partnerships: Collaborate with high-end fashion retailers and boutiques to showcase Timeless brassieres in special collections and promotional events, increasing the brand's status and appeal to fashion-forward consumers.

Comfort and Fit Segment (targeting Infinity Brassieres)

Fit Clinics and Bra Fitting Events: Hold fit clinics and bra fitting events in retail outlets, where customers may receive personalized fittings and see demonstrations of Infinity brassieres' revolutionary features and exceptional comfort.

Educational Content: Create educational content for PBG's website and social media platforms, emphasizing the significance of good bra fitting and the unique comfort technology found in Infinity brassieres.

Customer Testimonials and Reviews: Use customer testimonials and good reviews to develop trust and credibility with consumers in the comfort and fit area. Encourage satisfied consumers to leave online reviews and social media posts.

Online Shopping Segment (targeting both Timeless and Infinity Brassieres)

E-commerce Promotions: Provide online-only promotions and discounts to encourage purchases of Timeless and Infinity brassieres are available on PBG's e-commerce portal. Implement customized email marketing campaigns to engage with online shoppers and increase conversions.

Virtual Try-On features: Add virtual try-on features to PBG's website and mobile app, allowing buyers to see how Timeless and Infinity brassieres appear and fit before purchasing online. Improve the online shopping experience and minimize the hesitation to buy lingerie online.

Engage an online community of brand advocates and devoted customers by creating social media groups and forums. Encourage user-generated content sharing, conversations, and participation to foster a sense of community and loyalty among online buyers.

By adopting these advertising and retailing programmes adapted to the needs and preferences of each group, PBG can effectively promote Timeless and Infinity brassieres, increase brand recognition and generate sales growth across various consumer segments.

Question 4

Based on your analysis, develop a strategy brief for Sue Morphet, explaining how she should address the concerns of her CFO and CMO.

Sue Morphet's Strategy Brief: Addressing Concerns of CFO and CMO

Objective: To provide strategic guidance in response to the Chief Financial Officer (CFO) and Chief Marketing Officer (CMO)'s concerns about PBG's brassiere offerings, Timeless and Infinity.

Financial viability:

Highlight the segmentation analysis results, which show diverse consumer segments with varying needs and preferences, to demonstrate the Timeless and Infinity brassieres' long-term growth potential.

Highlight the revenue-generating prospects associated with tailored marketing activities aimed at certain segments, which can lead to greater market share and profitability over time.

Market Effectiveness:

Present the segmentation study findings to demonstrate the success of targeting certain consumer segments through specialized advertising and retailing campaigns.

Demonstrate how the segmentation-driven marketing plan connects with PBG's overall brand objectives and resource allocation. Facilitate regular communication and knowledge-sharing meetings to exchange insights and best practices, building an innovative and agile organizational culture.

Risk Management:

Identify potential risks and challenges to implementing the segmentation-driven marketing plan, such as competition pressures and shifting consumer trends.

Create contingency plans and mitigation techniques to deal with unexpected occurrences and reduce the impact on corporate performance.

Sue Morphet can gain support for the segmentation-driven approach by addressing the CFO and CMO's concerns through a comprehensive strategy brief that emphasizes the financial viability and marketing effectiveness of PBG's brassiere offerings, paving the way for successful execution and growth in the lingerie market.