

# Marketing Analysis & Planning



Dove - Relaxation & Wellness



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# Executive Summary

The campaign for Dove's "Relaxation & Wellness" initiative is grounded in insights from market analysis and target audience profiling. Research highlights a growing consumer demand for self-care solutions amidst increasing stress levels. Dove is uniquely positioned to address this demand through its trusted reputation for nurturing and high-quality personal care products. The proposed strategies combine authentic storytelling, strategic influencer partnerships, and engaging community-driven events to create a holistic marketing approach. This report outlines specific actions and recommendations to implement the campaign effectively.

# Project Definition

The aim is to develop a new Dove skincare line with integrated aromatherapy benefits, targeted at consumers who look for stress relief and holistic wellness. This research will determine the market potential in Toronto, the customer triggers toward wellness-oriented skincare, and analyze attitudes toward aromatherapy, essential oils, and sustainability. Demographics, behaviors, and psychographics will be focused on self-care and eco-conscious consumers, by exploring natural ingredients preferences, eco-friendly packaging, and premium pricing. Insights will guide the creation of body washes, lotions, and bath soaks, addressing market demand for relaxation-oriented, environmentally conscious skincare.



# Situational Analysis

## SOCIAL

- Increased Focus on Self-Care
- Cultural Trends
- Health Consciousness
- Lifestyle Changes

## TECHNOLOGY

- Product Innovation
- Sustainability in Production
- Digital Marketing
- E-commerce

## ECONOMIC

- Premium Pricing Potential
- Market Growth
- Inflation and Spending Patterns
- Local Competition
- Employment Trends

# Situational Analysis

## ENVIRONMENTAL

- Sustainable Practices
- Climate Awareness
- Regulatory Pressures
- Natural Ingredients

## POLITICAL

- Government Regulations
- Environmental Policies
- Trade Policies
- Tax Incentives
- Consumer Protection Laws

# Summary of key findings

- Social- Millennials and Gen Z are increasingly prioritizing self-care, seeking stress relief and natural remedies. They prefer products with natural, organic, and cruelty-free ingredients, with a post-pandemic focus on mental wellness driving interest in relaxation-focused skincare.
- Technological- Innovative eco-production and aromatherapy integration in skincare rely on digital marketing, influencer partnerships, and data-driven strategies to engage tech-savvy, wellness-focused consumers. Online platforms play a key role in product distribution.
- Economic- Wellness-oriented skincare can command a high price due to its perceived value. Despite inflation, the aromatherapy and natural skincare market is growing, driven by eco-conscious consumers. Strong differentiation is crucial in Toronto's competitive market.

# Summary of key findings

- Environmental- Sustainability is essential, with consumers expecting natural ingredients, biodegradable packaging, and low carbon footprints. Sustainably sourced essential oils enhance brand appeal and align with Canadian environmental standards.
- Political- Canadian regulations protect consumers from misleading aromatherapy claims. Government policies, like the single-use plastics ban, support eco-friendly brands and offer opportunities such as potential tax incentives for adopting green practices.

# Market value & growth trends

- The Canadian skin care market is projected to reach a volume of US\$2.14 billion in 2024, with an annual growth rate of 2.12% from 2024 to 2029.
- The broader beauty and personal care market is expected to generate US\$8.84 billion in revenue in 2024, with a projected annual growth rate of 1.54% from 2024 to 2029.
- Globally, the skincare market was valued at USD 109.71 billion in 2023 and is projected to grow to USD 194.05 billion by 2032, exhibiting a CAGR of 6.68% during this period.

# Our competitors

- Ember Wellness

Provides clean, supportive skincare products designed to be part of daily rituals, focusing on wellness and self-care.

- Health Hut

Offers clean skincare, body, and lifestyle products, incorporating facial-forward brands and focusing on wellness.

- Wildcraft

Creates small-batch, organic skincare products, emphasizing natural ingredients and eco-friendly practices.

# Conclusion - STEEP

- Increasing Demand for Holistic Wellness Products:
  - Growing emphasis on self-care, stress relief, and mental well-being present a considerable market opportunity for wellness-oriented skincare products.
  - The blend of aromatherapy fits seamlessly with customers' preferences for natural and effective means of reducing stress.
- Innovation and Sustainability Dominance:
  - Formulating progressive products and shifting to sustainable production systems are vital if the Dove skincare range is to stand apart from its competitors.
  - The establishment of sustainable variables like biodegradable packaging and responsible sourcing of ingredients could make this product more appealing for environmentally conscious consumers.

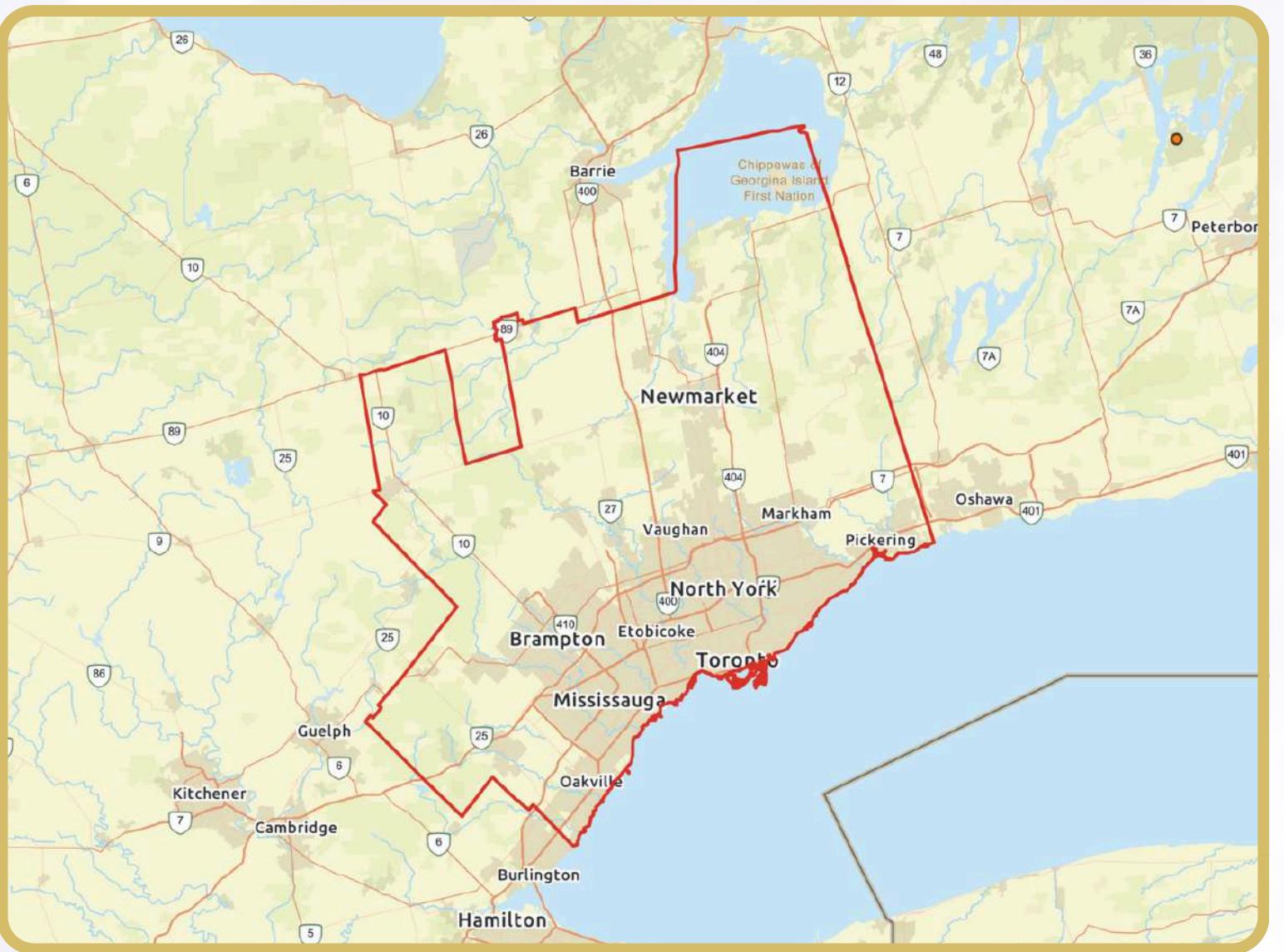
- Justification of premium pricing:
  - Consumers are willing to pay more for prestige products that sufficiently afford wellness benefit, sustainability, and quality ingredients.
  - The product line extension should cherish dignity over the Dove brand, yet even it will take a long, aggressive and all-out militant marketing activity over time.
- Target Marketing Opportunities:
  - Tech-savvy Millennial and Gen Z audiences can be chiefly reached through digital marketing and influencer strategies.
  - Personalization and data-driven insights can customize products and campaigns based on consumer needs and preferences.

- Regulatory and Compliance Alignment:
  - Compliance with Health Canada regulations alongside honesty in communicating aromatherapy benefits is key in establishing trust and credibility.
  - Compliant with environmental policies further reinforces the brand's commitment to sustainability.
- Competitive Differentiation:
  - It will, however, be a very competitive market in the city of Toronto, with brands like The Body Shop and Burt's Bees already established. Dove now has to focus on unique value propositions, such as claims to aromatherapy benefits well supported by the evidence and greater environmental responsibility.
- Positioning within Global Trends:
  - Demand for natural and wellness-related products is on the rise, and positioned to make this an offering extending beyond Toronto, given proper scale-up and branding.

### Strategic Implication

Dove aromatherapy skincare has a tremendous opportunity in Toronto as long as wellness, sustainability, premium quality, and transparency are well emphasized. Innovative formulations, eco-friendly practices, and focused marketing will beautifully guide the establishment of a highly strong presence in the wellness-oriented skincare segment.

# Target Area - Benchmark



# Custom Variable

Count

Formula

[Remove](#) [Clear](#)

Personal Appearance - Skincare products help make your skin look younger - Strongly Agree (P)

Personal Care - I regularly follow a skincare routine - Strongly Agree (P)

Base Variable

Household Population 14+

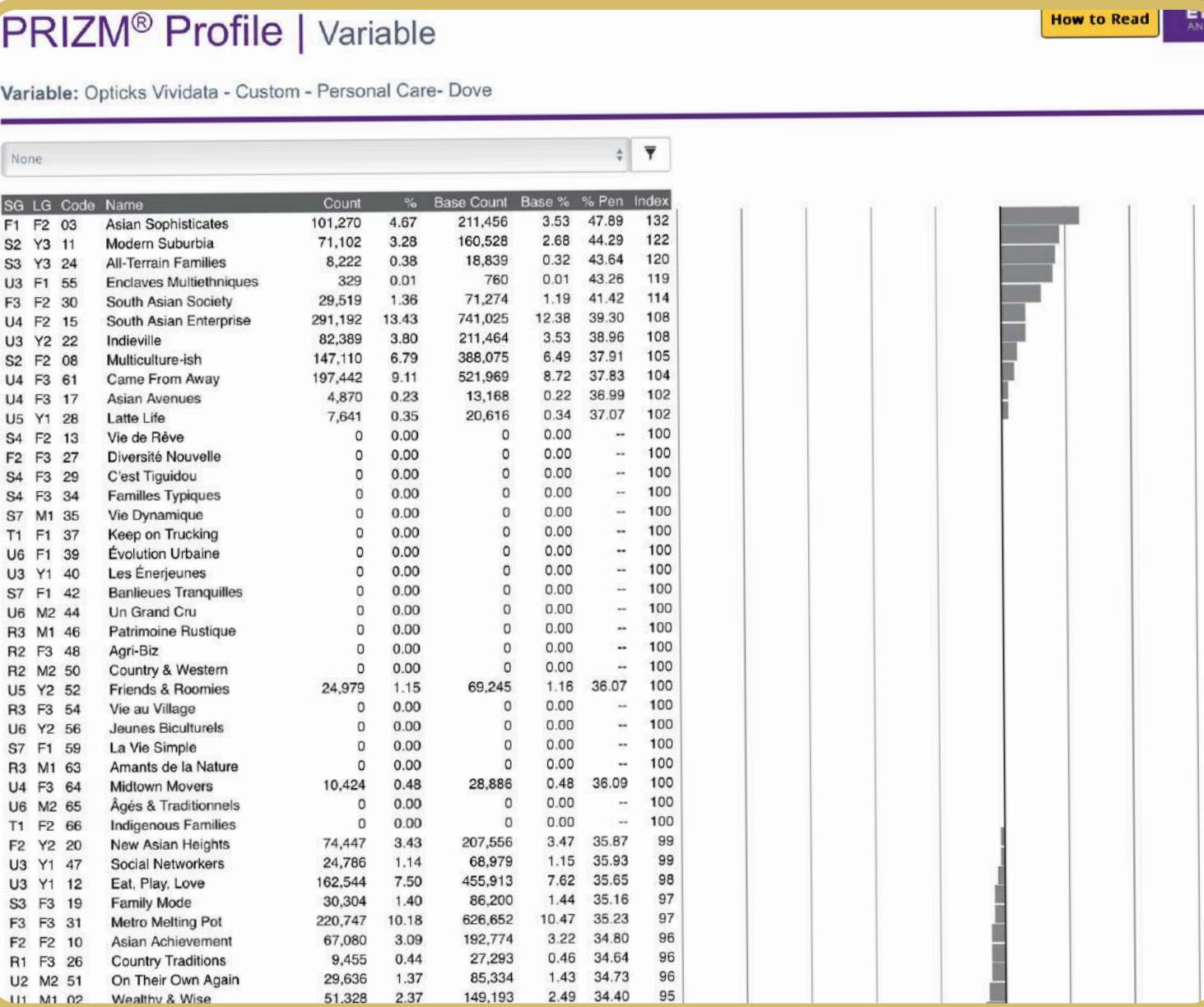
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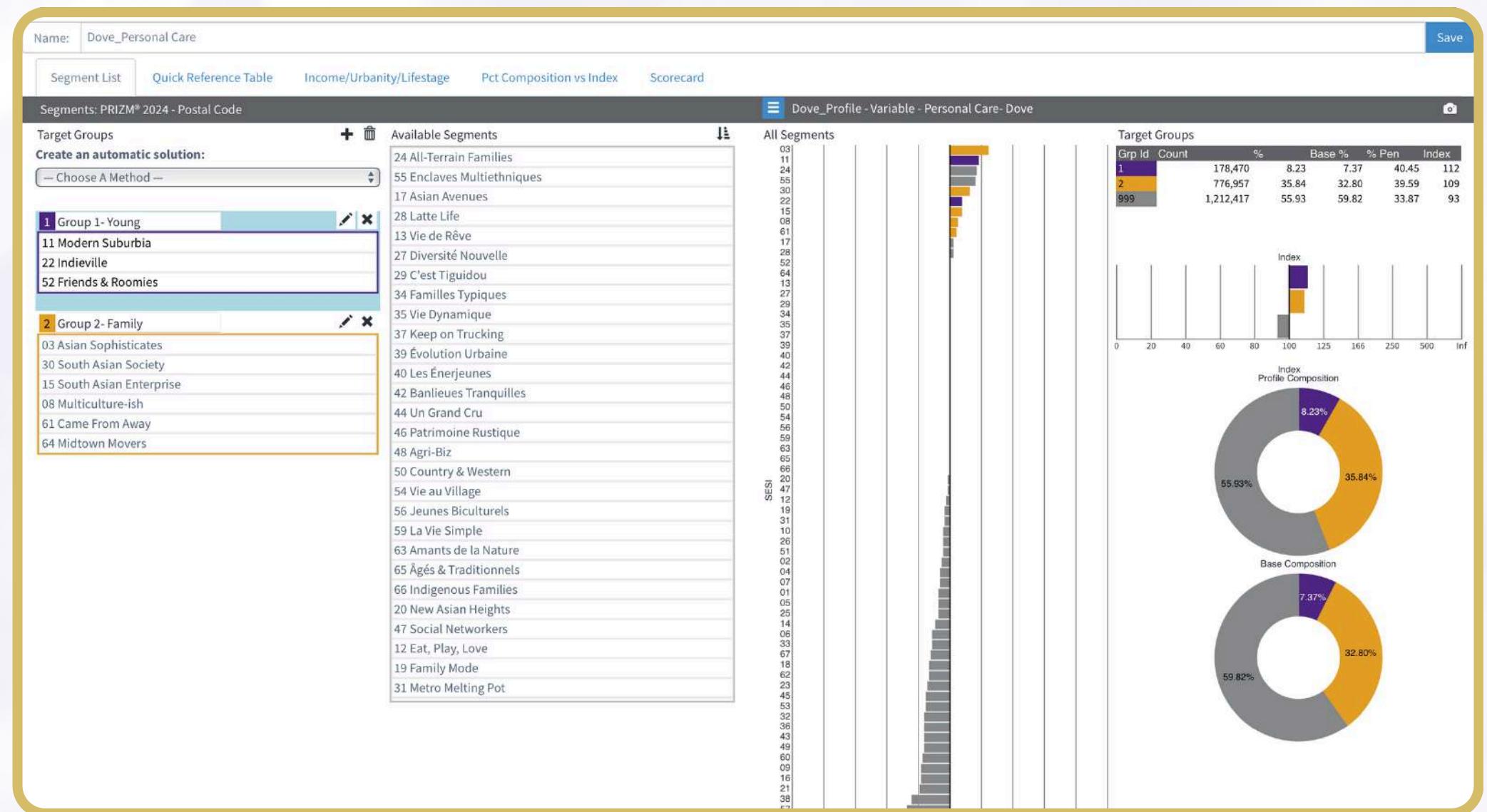
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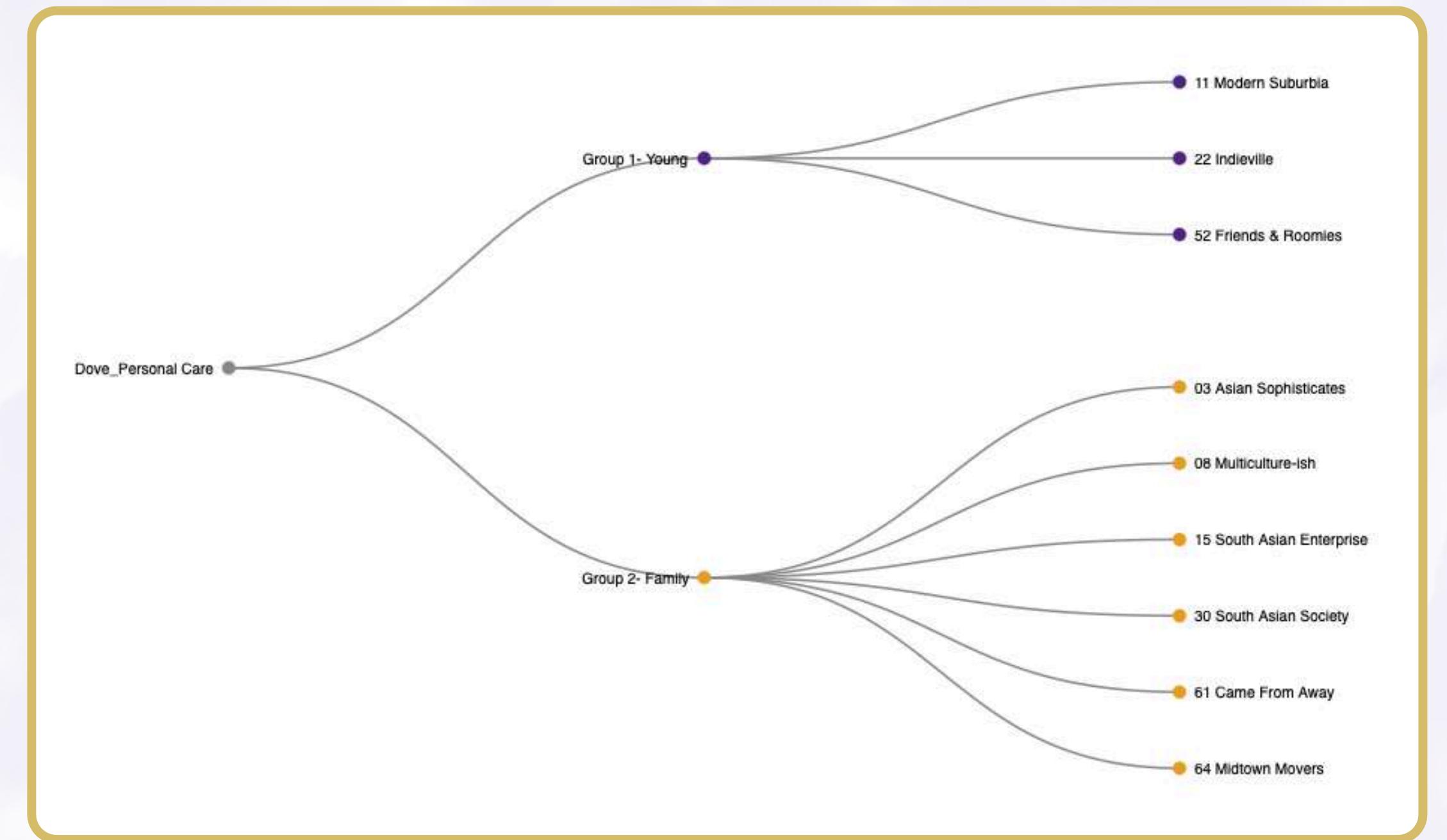
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# Profile Variables



# Target Groups





# Why Family as target group?

- Larger Base: Group 2 had a share of substance 35.84%, compared with Group 1's really small 8.23%. A larger consumer base will accrue in Group 2. More customers in pleasing time will help boost sales.
- Higher Index: The index for Group 2 is 109 which indicates greater propensity than average for this segment to use Dove, making it favorable to target.
- Higher Penetration: The penetration level in Group 2 is 39.59 because Family is larger in quantity than Group 1 (Young) at 7.37. It indicates a big chunk of consumers in the Family set already consumed Dove products, thus creating a strong market presence.
- Alignment with Family Values: Dove is often marketed around care, gentleness, and family. The Family would probably buy into such messaging because it sees the need for products that address the family as a whole.

# Scorecard of target group



Modern Suburbia



Indieville



Friends & Roomies



Multiculture-ish



South Asian Society

Grp Id	SESI	SG	LS	Name
1	11	S2	Y3	Modern Suburbia
1	22	U3	Y2	Indieville
1	52	U5	Y2	Friends & Roomies
2	03	F1	F2	Asian Sophisticates
2	08	S2	F2	Multiculture-ish
2	15	U4	F2	South Asian Enterprise
2	30	F3	F2	South Asian Society
2	61	U4	F3	Came From Away
2	64	U4	F3	Midtown Movers



Midtown Movers



Came From Away

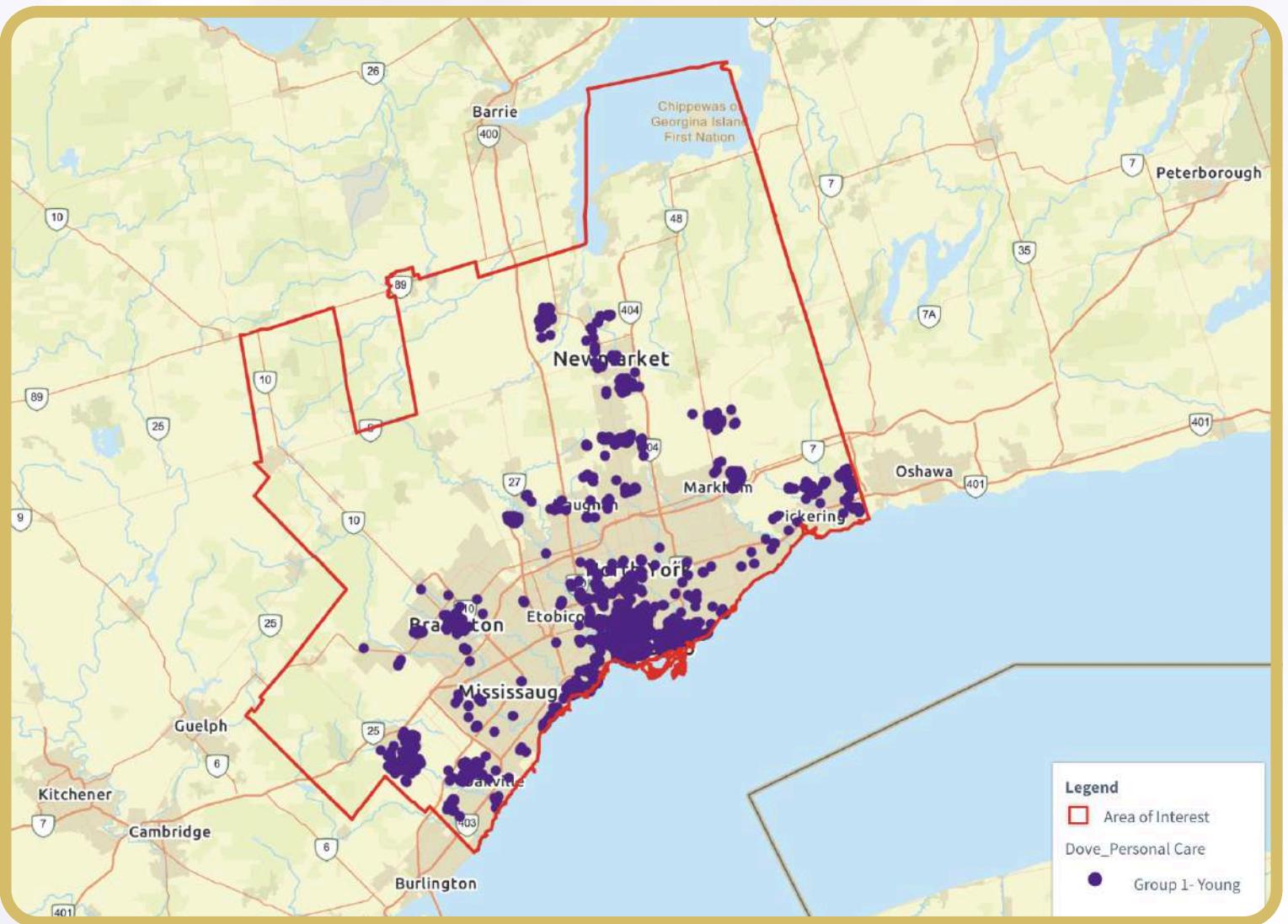


Asian Sophisticates

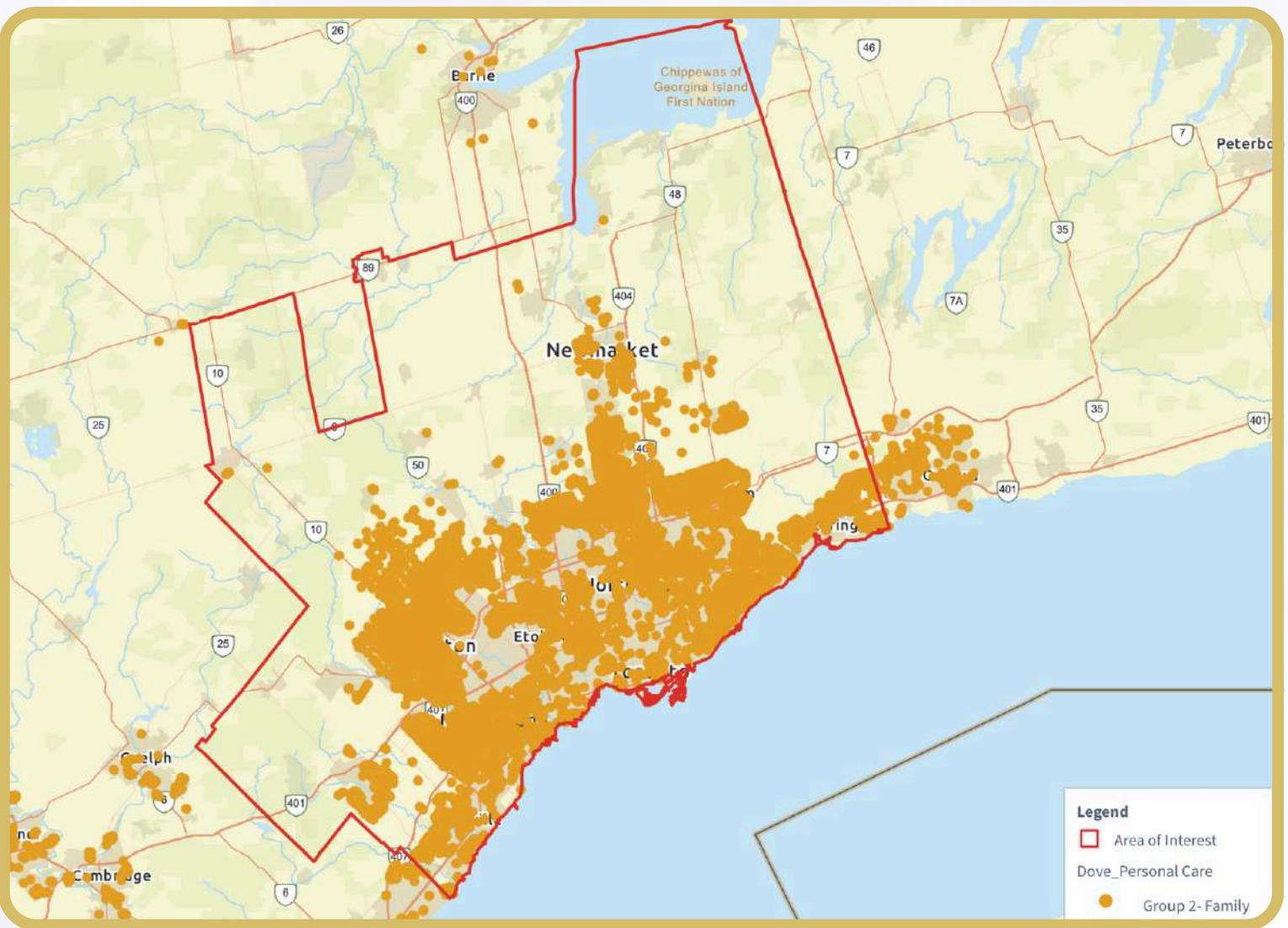


South Asian Enterprise

# Area of Interest - Young



# Area of Interest - Family



# Demographics

## Ranking Variables | Target Group

How to Read

**ENVIRONICS  
ANALYTICS**

Target Group: Group 2- Family (03, 30, 15, 08, 61, 64)

		Count	%	Base Count	Base %	% Pen	Index
<b>Total Population by Age</b>							
ECYPTA1519	Total 15 To 19	158,901	6.86	409,207	5.89	38.83	116
ECYPTA2024	Total 20 To 24	209,893	9.06	571,489	8.22	36.73	110
ECYPTA4549	Total 45 To 49	148,391	6.40	428,550	6.17	34.63	104
ECYPTA2529	Total 25 To 29	202,170	8.72	588,590	8.47	34.35	103
ECYPTA5054	Total 50 To 54	144,061	6.22	419,502	6.04	34.34	103
ECYPTA4044	Total 40 To 44	158,683	6.85	476,081	6.85	33.33	100
ECYPTA5559	Total 55 To 59	137,489	5.93	419,944	6.04	32.74	98
ECYPTA3539	Total 35 To 39	167,614	7.23	531,446	7.65	31.54	95
ECYPTA3034	Total 30 To 34	181,690	7.84	578,608	8.32	31.40	94
ECYPTA6064	Total 60 To 64	129,757	5.60	418,184	6.02	31.03	93
ECYPTA6569	Total 65 To 69	103,278	4.46	348,503	5.01	29.63	89
<b>Male Population by Age</b>							
ECYPMA1519	Males 15 To 19	81,891	3.53	210,334	3.03	38.93	117
ECYPMA2024	Males 20 To 24	111,642	4.82	298,595	4.30	37.39	112
ECYPMA2529	Males 25 To 29	105,419	4.55	301,409	4.34	34.98	105
ECYPMA5054	Males 50 To 54	69,105	2.98	201,882	2.90	34.23	103
ECYPMA4549	Males 45 To 49	69,125	2.98	203,865	2.93	33.91	102
ECYPMA5559	Males 55 To 59	67,188	2.90	204,685	2.94	32.83	98
ECYPMA4044	Males 40 To 44	75,331	3.25	233,059	3.35	32.32	97
ECYPMA3034	Males 30 To 34	91,416	3.94	291,315	4.19	31.38	94
ECYPMA6064	Males 60 To 64	64,302	2.77	204,445	2.94	31.45	94
ECYPMA3539	Males 35 To 39	82,464	3.56	267,047	3.84	30.88	93
ECYPMA6569	Males 65 To 69	50,177	2.17	166,544	2.40	30.13	90
<b>Female Population by Age</b>							
ECYPFA1519	Females 15 To 19	77,010	3.32	198,873	2.86	38.72	116
ECYPFA2024	Females 20 To 24	98,250	4.24	272,894	3.93	36.00	108
ECYPFA4549	Females 45 To 49	79,266	3.42	224,685	3.23	35.28	106
ECYPFA4044	Females 40 To 44	83,352	3.60	243,022	3.50	34.30	103
ECYPFA5054	Females 50 To 54	74,956	3.23	217,620	3.13	34.44	103
ECYPFA2529	Females 25 To 29	96,751	4.17	287,181	4.13	33.69	101
ECYPFA5559	Females 55 To 59	70,301	3.03	215,259	3.10	32.66	98
ECYPFA3539	Females 35 To 39	85,150	3.67	264,399	3.80	32.20	97
ECYPFA3034	Females 30 To 34	90,274	3.90	287,294	4.13	31.42	94
ECYPFA6064	Females 60 To 64	65,455	2.83	213,739	3.08	30.62	92
ECYPFA6569	Females 65 To 69	53,101	2.29	181,959	2.62	29.18	88
<b>Households by Income (Current Year)</b>							
ECYHN14060	Household Income \$40,000 To \$59,999 (Current Year \$)	82,922	11.82	279,475	11.29	29.67	105
ECYHN2040	Household Income \$20,000 To \$39,999 (Current Year \$)	78,211	11.15	275,707	11.14	28.37	100
ECYHN1_020	Household Income \$0 To \$19,999 (Current Year \$)	31,873	4.54	120,287	4.86	26.50	93
<b>Household Population by Generation Status</b>							
ECYGEN1GEN	First Generation	1,544,925	66.97	3,997,443	57.98	38.65	115
ECYGEN2GEN	Second Generation	562,266	24.37	1,663,935	24.14	33.79	101
ECYGEN3GEN	Third Generation Or More	199,808	8.66	1,233,060	17.89	16.20	48

Benchmark: Toronto, ON

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# Behavioural

## Ranking Variables | Target Group

How to Read

ENVIRONICS  
ANALYTICS

Target Group: Group 2- Family (03, 30, 15, 08, 61, 64)

		Count	%	Base Count	Base %	% Pan	Index
<b>Finance - Price Conscious</b>							
V24X0259	Price Conscious - Buying more expensive versions of this product [Pst Yr] - Personal Care/Cosmetics (P)	121,367	6.18	267,970	4.48	45.29	138
V24X0271	Price Conscious - Buying more than I used to [Pst Yr] - Personal Care/Cosmetics (P)	155,601	7.93	419,056	7.00	37.13	113
V24X0235	Price Conscious - Buying cheaper versions of this product [Pst Yr] - Personal Care/Cosmetics (P)	217,665	11.09	639,290	10.68	34.05	104
V23X0032	Price Conscious - Where reduce spending - Personal Care/Cosmetics (P)	680,240	34.66	2,099,495	35.09	32.40	99
V24X0309	Price Conscious - Wait for a sale/discount to make a purchase [Pst Yr] - Personal Care/Cosmetics (P)	358,362	18.26	1,111,791	18.58	32.23	98
V23X0010	Price Conscious - Products/Services - Personal Care/Cosmetics (P)	711,251	36.24	2,258,564	37.75	31.49	96
<b>Retailers - Packaged Goods</b>							
V23X0102	Face/Body Skincare - Where Bought [Pst Mth] - Giant Tiger (P)	63,177	3.22	165,437	2.77	38.19	116
V3734	Face/Body Skincare - Where Bought [Pst Mth] - Costco (P)	241,632	12.31	647,479	10.82	37.32	114
V3736	Face/Body Skincare - Where Bought [Pst Mth] - Shoppers Drug Mart/Pharmaprix (P)	409,612	20.87	1,187,830	19.85	34.49	105
V5012	Face/Body Skincare - Where Bought [Pst Mth] - Rexall/Pharma Plus (P)	59,038	3.01	176,896	2.96	33.37	102
V3735	Face/Body Skincare - Where Bought [Pst Mth] - Walmart (P)	320,726	16.34	996,191	16.65	32.20	98
V00350	Face/Body Skincare - Where Bought [Pst Mth] - Real Canadian Superstore (P)	51,695	2.53	165,225	2.76	31.29	95
V00348	Face/Body Skincare - Where Bought [Pst Mth] - Loblaws/Loblaws Superstore (P)	40,713	2.07	142,728	2.38	28.53	87
<b>Personal Care - Grooming</b>							
V2921	Face/Body Skincare - \$ Spent [Pst Mth] - \$1-\$9 (P)	183,956	9.37	490,030	8.19	37.54	114
V5045	Face/Body Skincare - \$ Spent [Pst Mth] - \$20-\$49 (P)	356,880	18.18	1,035,234	17.30	34.47	105
V2922	Face/Body Skincare - \$ Spent [Pst Mth] - \$10-\$19 (P)	287,096	14.53	844,517	14.11	34.00	104
V5046	Face/Body Skincare - \$ Spent [Pst Mth] - \$50+ (P)	220,499	11.23	654,078	10.93	33.71	103
<b>Personal Care - Health</b>							
V24X0485	Personal Care Purchasing Decisions - Important features - Scented (P)	307,327	15.66	863,173	14.43	35.60	109
V24X0487	Personal Care Purchasing Decisions - Important features - Vegan/plant-based (P)	171,048	8.71	526,227	8.79	32.50	99
V24X0481	Personal Care Purchasing Decisions - Important features - Natural/organic products (P)	539,990	27.51	1,678,970	28.06	32.16	98
V24X0479	Personal Care Purchasing Decisions - Important features - Hypoallergenic (P)	514,036	26.19	1,622,707	27.12	31.68	97
V24X0475	Personal Care Purchasing Decisions - Important features - Environmentally friendly packaging (P)	322,367	16.43	1,021,279	17.07	31.57	96
<b>Media - Internet - Activities</b>							
V9048	Shop In-Store/Online - Personal Care [Pst Yr] - Online (P)	446,926	22.77	1,314,574	21.97	34.00	104
V9047	Shop In-Store/Online - Personal Care [Pst Yr] - In-Store /In Person (P)	969,550	49.40	3,022,332	50.51	32.08	98
<b>Media - Direct &amp; Outdoor - Usage</b>							
V8016	Flyer/Insert/Coupon - Used to plan/make purchases [Frequently] - Health Care or Personal Care Items (P)	121,560	6.19	386,373	6.46	31.46	96
<b>Advertising</b>							
V23X0548	Ad Influence - Kind of product/service Ads capture your attention - Personal Care (P)	576,250	29.36	1,523,819	25.47	37.82	115
<b>Psychographics - Personality</b>							
V23X4434	Personality - Gets nervous easily - Strongly Agree (P)	288,194	14.68	760,174	12.70	37.91	116
V23X4430	Personality - Is relaxed, handles stress well - Strongly Agree (P)	276,877	14.11	755,167	12.82	36.66	112
V23X4432	Personality - Is relaxed, handles stress well - Strongly Disagree (P)	95,659	4.87	322,800	5.39	29.63	90
V23X4436	Personality - Gets nervous easily - Strongly Disagree (P)	185,139	9.43	647,243	10.82	28.60	87
<b>Psychographics - Personal Appearance</b>							
V8432	Personal Appearance - Skincare products help make your skin look younger - Strongly Agree (P)	290,323	14.79	879,866	14.71	33.00	101
V8433	Personal Appearance - Skincare products help make your skin look younger - Strongly Disagree (P)	160,559	8.18	570,182	9.53	28.16	86
<b>Psychographics - Personal Care</b>							
V23X2588	Personal Care - Skincare products are for women, not for men - Strongly Agree (P)	191,352	9.75	484,055	8.09	39.53	121
V24X2099	Personal Care - I regularly follow a skincare routine - Strongly Agree (P)	486,633	24.79	1,287,978	21.52	37.78	115
V24X2101	Personal Care - I always look at the ingredients list before buying personal care products - Strongly Agree (P)	390,112	19.88	1,166,500	19.50	33.44	102
V23X2590	Personal Care - Skincare products are for women, not for men - Strongly Disagree (P)	639,294	32.57	2,071,092	34.61	30.87	94
V24X2105	Personal Care - I always look at the ingredients list before buying personal care products - Strongly Disagree (P)	218,522	11.13	731,605	12.23	29.87	91
V24X2103	Personal Care - I regularly follow a skincare routine - Strongly Disagree (P)	197,481	10.06	785,150	13.12	25.15	77
<b>Psychographics - Personal Interest</b>							
V23X2612	Personal Interest - I go to a longevity spa at least once a year to relax and rejuvenate - Strongly Agree (P)	156,124	7.96	408,419	6.63	38.23	117
V23X2614	Personal Interest - I go to a longevity spa at least once a year to relax and rejuvenate - Strongly Disagree (P)	810,920	41.32	2,765,564	46.22	29.32	89

# Social Values

## Ranking Variables | Target Group

How to Read

ENVIRONICS  
ANALYTICS

Target Group: Group 2- Family (03, 30, 15, 08, 61, 64)

		Count	%	Base Count	Base %	% Pen	Index
<b>Trends</b>							
SV00038	Importance of Aesthetics	638,590	33.02	1,770,641	29.97	36.07	110
SV00086	Spiritual Quest	622,946	32.21	1,727,675	29.24	36.06	110
SV00089	Time Stress	569,742	29.46	1,666,578	28.21	34.19	104
SV00093	Voluntary Simplicity	545,074	28.18	1,599,677	27.07	34.07	104
SV00025	Ecological Lifestyle	468,396	24.22	1,424,150	24.10	32.89	100
SV00061	Personal Creativity	465,247	24.06	1,417,882	24.00	32.81	100
SV00007	Attraction to Nature	319,926	16.54	998,935	16.91	32.03	98
SV00085	Social Responsibility	430,883	22.28	1,378,371	23.33	31.26	96
SV00062	Personal Expression	467,906	24.19	1,534,350	25.97	30.50	93
SV00026	Effort Toward Health	419,783	21.71	1,428,027	24.17	29.40	90
SV00051	Need for Escape	440,117	22.76	1,530,487	25.90	28.76	88
SV00023	Ecological Concern	278,054	14.38	1,133,076	19.18	24.54	75
<b>Attitudes</b>							
SV00124	It is very likely that, if a product is widely advertised, it will be a good product	603,855	31.22	1,551,818	26.26	38.91	119
SV00123	It is important to look good	648,653	33.54	1,731,253	29.30	37.47	114
SV00259	It is important to have a more intense and more spiritual inner life	600,999	31.08	1,625,410	27.51	36.98	113
SV00226	I like to be immediately informed of new products and services so that I can use them	970,160	50.16	2,684,480	45.43	36.14	110
SV00130	I feel that I have a great deal of influence on the consumption choices of the people around me	906,649	46.88	2,574,217	43.57	35.22	108
SV00186	To spend, to buy myself something new, is for me one of the greatest pleasures in life	1,107,288	57.26	3,203,805	54.22	34.56	106
SV00222	I like to experience new emotions every day	629,316	32.54	1,836,211	31.08	34.27	105
SV00199	It is important to me to regularly get away from all responsibilities and burdens	1,293,871	66.90	3,847,533	65.12	33.63	103
SV00115	I am prepared to pay more for brands, products and services that are truly authentic and based on traditional knowledge and skills	1,244,979	64.37	3,737,683	63.26	33.31	102
SV00125	Advertising is useful in helping me make a choice when buying	1,216,439	62.90	3,631,237	61.46	33.50	102
SV00145	I am prepared to pay more for an environmentally friendly product	1,101,781	56.97	3,331,507	56.38	33.07	101
SV00227	It is important to try new products, new places for vacation, or new foods, just for the pleasure of the novelty	548,253	28.35	1,653,728	27.99	33.15	101
SV00228	I am prepared to pay more for products that are a bit different from those one sees all over	1,097,098	56.73	3,316,289	56.13	33.08	101
SV00224	I get pleasure out of letting myself go along with an impulse or passing emotions	727,908	37.64	2,230,129	37.74	32.64	100
SV00135	I try to gather a lot of information about products before I make an important purchase	1,645,738	85.10	5,107,449	86.44	32.22	98
SV00144	I avoid using the services or products of companies which I consider to have a poor environmental record	1,158,145	59.88	3,606,058	61.03	32.12	98
SV00184	I like to let my moods vary with my surroundings, the moments of the day, the weather	779,849	40.32	2,434,280	41.20	32.04	98
SV00119	Often discussed the problems in your neighbourhood or municipality with people	714,385	36.94	2,269,350	38.41	31.48	96

Benchmark:Toronto, ON

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Index Colours: <80 80 - 110 110+

# Media

## Ranking Variables | Target Group

Target Group: Group 2- Family (03, 30, 15, 08, 61, 64)

How to Read

ENVIRONICS  
ANALYTICS

	Count	%	Base Count	Base %	% Pen Index
<b>Media - TV - Usage</b>					
V7040 TV - Action after seeing ad - Purchased a product/brand/service (P)	159,827	8.14	436,887	7.30	36.58 112
V9434 Television - Terciles - Light (P)	1,038,947	52.94	3,016,234	50.41	34.45 105
V24X0745 Traditional/Linear Television - Terciles - Medium (P)	660,229	33.84	1,931,636	32.28	33.82 104
V24X0743 Traditional/Linear Television - Terciles - Light (P)	942,905	48.04	2,787,836	46.59	33.82 103
V9435 Television - Terciles - Medium (P)	628,497	32.02	1,905,198	31.84	32.99 101
V7039 TV - Action after seeing ad - Searched online for a product/brand/service (P)	326,248	16.62	998,852	16.69	32.66 100
V24X0741 Traditional/Linear Television - Terciles - Heavy (P)	359,552	18.32	1,264,143	21.13	28.44 87
V9433 Television - Terciles - Heavy (P)	295,242	15.04	1,062,181	17.75	27.80 85
<b>Media - Magazine - Usage</b>					
V5550 Magazine (Digital) - Quintiles - Heavy (P)	411,499	20.97	951,065	15.89	43.27 132
V7168 Magazine - Type Read [Usually] - Fashion (P)	287,187	14.63	710,374	11.87	40.43 123
V5545 Magazine (Print) - Quintiles - Heavy (P)	442,817	22.56	1,145,179	19.14	38.67 118
V7171 Magazine - Type Read [Usually] - Health/Fitness (P)	310,092	15.80	812,228	13.57	38.18 116
V7180 Magazine - Action after seeing ad - Purchased a product/brand/service (P)	183,708	9.36	489,660	8.18	37.52 114
V7179 Magazine - Action after seeing ad - Searched online for a product/brand/service (P)	355,000	18.09	999,599	16.71	35.51 108
V5549 Magazine (Digital) - Quintiles - Medium Heavy (P)	295,277	15.04	837,280	13.99	35.27 108
V5541 Magazine (Print) - Quintiles - Light (P)	693,164	35.32	2,123,221	35.48	32.65 100
V5542 Magazine (Print) - Quintiles - Medium Light (P)	298,488	15.21	914,850	15.29	32.62 99
V5546 Magazine (Digital) - Quintiles - Light (P)	830,458	42.31	2,690,945	44.80	30.98 94
V5544 Magazine (Print) - Quintiles - Medium Heavy (P)	268,154	13.66	875,106	14.63	30.64 93
V5547 Magazine (Digital) - Quintiles - Medium Light (P)	194,954	9.93	684,867	11.45	28.47 87
V5543 Magazine (Print) - Quintiles - Medium (P)	260,084	13.25	925,256	15.46	28.11 86
V5548 Magazine (Digital) - Quintiles - Medium (P)	230,497	11.74	829,557	13.86	27.79 85
<b>Media - Newspaper - Usage</b>					
V7680 Newspaper - Action after seeing ad - Purchased a product/brand/service (P)	178,980	9.12	423,035	7.07	42.31 129
V1450 Newspaper - Print - Sections Read [Usually] - Fashion or Lifestyle (P)	178,732	9.11	425,682	7.11	41.99 128
V5711 Newspaper (Print) - Quintiles - Medium Heavy (P)	186,451	9.50	466,662	7.80	39.95 122
V7679 Newspaper - Action after seeing ad - Searched online for a product/brand/service (P)	293,723	14.96	753,790	12.60	38.97 119
V5710 Newspaper (Print) - Quintiles - Medium (P)	154,363	7.87	405,614	6.78	38.06 116
V7663 Newspaper - Digital - Sections Read [Usually] - Fashion or Lifestyle (P)	124,152	6.33	333,873	5.58	37.19 113
V7668 Newspaper - Digital - Sections Read [Usually] - Health (P)	231,239	11.78	635,445	10.62	36.39 111
V1455 Newspaper - Print - Sections Read [Usually] - Health (P)	233,743	11.91	654,591	10.94	35.71 109
V5716 Newspaper (Digital) - Quintiles - Medium Heavy (P)	354,560	18.07	1,001,447	16.74	35.40 108

## Media - Internet - Usage

	Count	%	Base Count	Base %	% Pen Index
'5806 Website Visited Daily [Pst Mth] - Beauty/Fashion (P)	109,977	5.60	273,937	4.58	40.15 122
'9525 Internet - Time Spent On A Typical Day - On Mobile Device - More Than 6 hours (P)	181,077	9.23	469,869	7.85	38.54 111
'7809 Mobile Phone - Website Visited [Pst Mth] - Beauty/Fashion (P)	277,381	14.13	729,676	12.20	38.01 110
'9522 Internet - Time Spent On A Typical Day - On Mobile Device - 2 To 4 hours (P)	540,435	27.54	1,496,762	25.01	36.11 110
'2460 Website Accessed [Pst Mth] - Beauty/Fashion (P)	364,281	18.56	1,006,550	16.82	36.19 110
'7827 Tablet - Website Visited [Pst Mth] - Beauty/Fashion (P)	96,642	4.92	272,428	4.55	35.47 109
'9520 Internet - Time Spent On A Typical Day - On Internet, Any Device - More Than 6 hours (P)	376,993	19.21	1,098,041	18.35	34.33 109
'9523 Internet - Time Spent On A Typical Day - On Mobile Device - 4 To 6 hours (P)	253,015	12.89	741,111	12.39	34.14 109
'7795 Computer - Website Visited [Pst Mth] - Health (P)	305,812	15.58	894,496	14.95	34.19 109
'7831 Tablet - Website Visited [Pst Mth] - Health (P)	129,084	6.58	382,422	6.39	33.75 109
'9518 Internet - Time Spent On A Typical Day - On Internet, Any Device - 4 To 6 hours (P)	509,143	25.94	1,526,688	25.52	33.35 109
'9521 Internet - Time Spent On A Typical Day - On Mobile Device - 1 To 2 Hours (P)	548,734	27.96	1,680,468	28.09	32.65 109
'7791 Computer - Website Visited [Pst Mth] - Beauty/Fashion (P)	133,275	6.79	407,962	6.82	32.67 109
'7813 Mobile Phone - Website Visited [Pst Mth] - Health (P)	415,867	21.19	1,271,435	21.25	32.71 109
'9517 Internet - Time Spent On A Typical Day - On Internet, Any Device - 2 To 4 hours (P)	650,730	33.16	2,005,154	33.51	32.45 99
'2466 Website Accessed [Pst Mth] - Health (P)	619,014	31.54	1,902,355	31.79	32.54 99
'2488 Website Visited Daily [Pst Mth] - Health (P)	134,260	6.84	418,154	6.99	32.11 99
'9519 Internet - Time Spent On A Typical Day - On Internet, Any Device - Less Than 1 Hour (P)	80,162	3.06	188,262	3.15	31.96 99
'9516 Internet - Time Spent On A Typical Day - On Internet, Any Device - 1 To 2 Hours (P)	365,857	18.63	1,165,468	19.48	31.37 99
'9524 Internet - Time Spent On A Typical Day - On Mobile Device - Less Than 1 Hour (P)	371,677	18.94	1,298,008	21.69	28.63 8
<b>Media - Internet - Activities</b>					
'9013 Internet/Social Media - Action after seeing ad - Purchased a product/brand/service (P)	370,043	18.85	992,770	16.59	37.27 111
'9548 Apps Mobile/Tablets - Type(s) Downloaded - Lifestyle (e.g. cuisine, fashion, travel) (P)	81,056	4.13	223,863	3.74	36.21 110
'9547 Apps Mobile/Tablets - Type(s) Downloaded - Health/Fitness/Diet (P)	169,977	8.66	479,967	8.02	35.41 109
'9015 Internet/Social Media - Action after seeing ad - Searched online for a product/brand/service (P)	541,136	27.57	1,626,843	27.19	33.26 109
<b>Advertising</b>					
'23X4060 Ad Influence - Actions taken after seeing an Ad - Newspapers (print or digital) - Purchased a product/brand/service (P)	178,980	9.12	423,035	7.07	42.31 122
'23X4058 Ad Influence - Actions taken after seeing an Ad - Newspapers (print or digital) - Searched online for a product/brand/service (P)	293,723	14.96	753,790	12.60	38.97 111
'23X4096 Ad Influence - Actions taken after seeing an Ad - Radio - Purchased a product/brand/service (P)	168,630	8.59	432,558	7.23	38.98 111
'23X4114 Ad Influence - Actions taken after seeing an Ad - Outdoor/Billboard - Purchased a product/brand/service (P)	178,335	9.09	473,001	7.91	37.70 111
'23X0548 Ad Influence - Kind of product/service Ads capture your attention - Personal Care (P)	576,250	29.36	1,523,819	25.47	37.82 111
'23X4042 Ad Influence - Actions taken after seeing an Ad - Magazines (print or digital) - Purchased a product/brand/service (P)	183,708	9.36	489,660	8.18	37.52 111
'23X4132 Ad Influence - Actions taken after seeing an Ad - Internet/Social Media - Purchased a product/brand/service (P)	370,043	18.85	992,770	16.59	37.27 111
'23X4078 Ad Influence - Actions taken after seeing an Ad - TV - Purchased a product/brand/service (P)	159,827	8.14	436,887	7.30	36.58 111
'23X4040 Ad Influence - Actions taken after seeing an Ad - Magazines (print or digital) - Searched online for a product/brand/service (P)	355,000	18.09	999,699	16.71	35.51 109
'23X4112 Ad Influence - Actions taken after seeing an Ad - Outdoor/Billboard - Searched online for a product/brand/service (P)	304,126	15.49	863,376	14.43	35.23 109
'23X4094 Ad Influence - Actions taken after seeing an Ad - Radio - Searched online for a product/brand/service (P)	363,612	18.53	1,053,796	17.61	34.50 109
'23X4148 Ad Influence - Kind of Ads usually capture your attention - Ads with testimonials from real people (P)	444,880	22.67	1,290,006	21.56	34.49 109
'23X4168 Ad Influence - Kind of Ads usually capture your attention - Ads with experts (P)	283,936	14.47	821,769	13.73	34.55 109
'23X4120 Ad Influence - Actions taken after seeing an Ad - Internet/Social Media - Searched online for a product/brand/service (P)	541,136	27.57	1,626,843	27.10	32.26

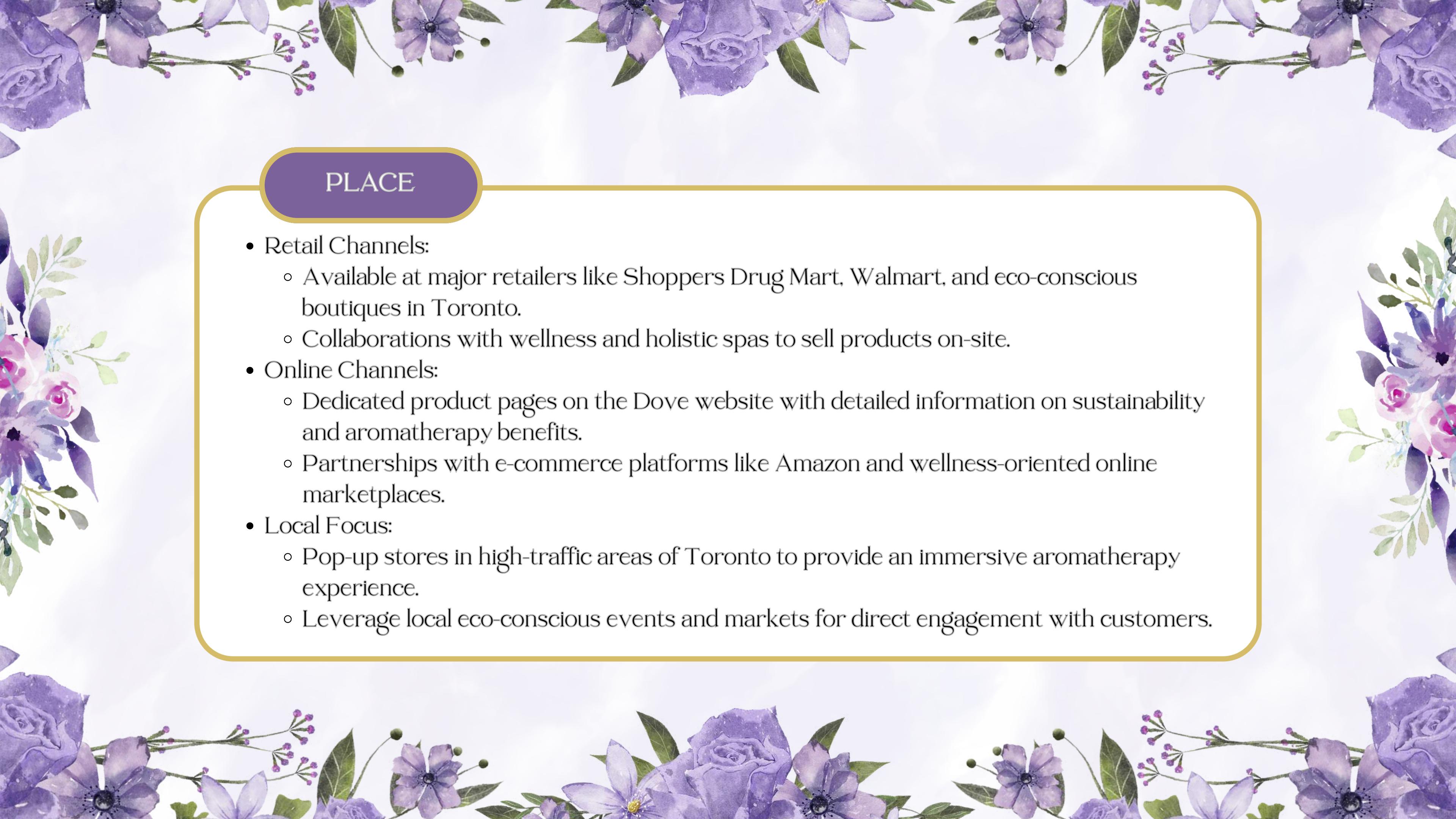
# Marketing Plan

## PRODUCT

- Core features:
  - Use of natural ingredients like essential oils (e.g., lavender, eucalyptus, and chamomile).
  - Free from harmful chemicals like parabens and sulfates, appealing to eco-conscious buyers.
- Packaging:
  - Eco-friendly, recyclable, or biodegradable packaging.
  - Minimalist and premium design emphasizing sustainability and natural elements.
- Unique Selling Proposition (USP):
  - Combines proven Dove skincare benefits with aromatherapy to promote stress relief and holistic wellness.
  - Appeals to both physical skincare needs and mental well-being.

## PRICE

- Pricing strategy:
  - Premium Pricing: Positioned as a high-quality product that justifies its price due to natural ingredients and eco-friendly practices.
  - Include smaller trial-sized packs for first-time users.
  - Bundles for aromatherapy kits to encourage higher spend per purchase.
- Promotional Pricing:
  - ColInitial launch discounts (e.g., 20% off or bundled packages like “Buy 2, Get 1 Free”).
  - Subscription-based pricing for repeat buyers to encourage loyalty.



## PLACE

- Retail Channels:
  - Available at major retailers like Shoppers Drug Mart, Walmart, and eco-conscious boutiques in Toronto.
  - Collaborations with wellness and holistic spas to sell products on-site.
- Online Channels:
  - Dedicated product pages on the Dove website with detailed information on sustainability and aromatherapy benefits.
  - Partnerships with e-commerce platforms like Amazon and wellness-oriented online marketplaces.
- Local Focus:
  - Pop-up stores in high-traffic areas of Toronto to provide an immersive aromatherapy experience.
  - Leverage local eco-conscious events and markets for direct engagement with customers.

## PROMOTION

- Prime Target Group: Millennials (25–39)
  - Focus on urban professionals who value wellness and eco-conscious living.
  - Leverage their desire for stress relief and premium self-care experiences.
- Secondary Target Group: Gen Z (18–24)
  - Engage younger audiences who are digitally active and open to experimenting with wellness-oriented products.
- Promotional Strategies:
  - Content Marketing:
    - Create blogs and videos on topics like "The Benefits of Aromatherapy in Skincare" and "How to Build a Stress-Relieving Routine."
    - Share on platforms like YouTube, Instagram, and Pinterest.
  - Influencer Marketing:
    - Partner with wellness influencers and eco-conscious bloggers for authentic product reviews and demonstrations.
    - Focus on Toronto-based influencers for local relevance.

## PROMOTION

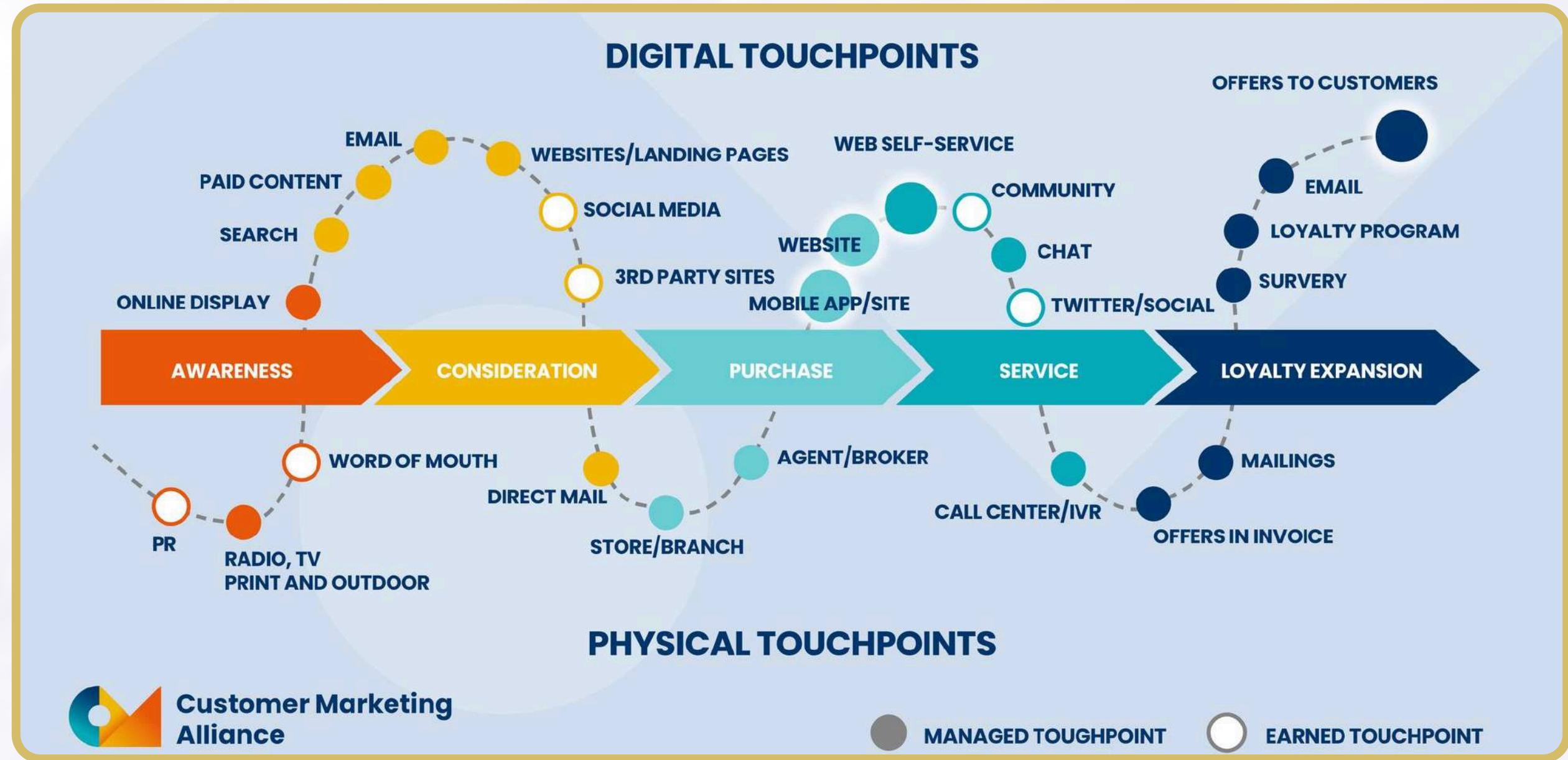
- Social Media Campaigns:
  - Launch a hashtag campaign like #RelaxWithDove or #WellnessInEveryDrop.
  - Engage users with Instagram Reels and TikTok challenges showcasing stress-relief routines.
- Retail Promotions:
  - In-store promotions with testers to let customers experience the aromatherapy scents.
  - Free gifts with purchase (e.g., travel-size body lotion).
- Events and Partnerships:
  - Sponsor wellness retreats or yoga events in Toronto with product samples.
  - Collaborate with eco-conscious organizations to promote the product's sustainability features.
- Advertising:
  - Run targeted ads on social media platforms like Instagram and Facebook highlighting the eco-friendly and stress-relief benefits.
  - Use Google Ads to reach audiences searching for wellness or aromatherapy products.

## PROMOTION

### Key Differentiators for Promotion

- Focus heavily on storytelling: emphasize Dove's commitment to sustainability and well-being.
- Highlight the emotional connection of stress relief, relaxation, and self-care through aromatherapy.

# Customer Journey



# Stage 1: Awareness

Objective: Increase brand visibility and introduce the concept of "Relaxation & Wellness" associated with Dove.

- Platforms:
  - Instagram:
    - Run visually soothing ad campaigns featuring serene settings (e.g., spa-like bathrooms, tranquil nature scenes).
    - Collaborate with influencers in wellness and beauty niches to share their "Relaxation with Dove" moments.
    - Launch the hashtag #DoveWellnessMoments to encourage users to share their own relaxation routines.
  - YouTube:
    - Create a series of short videos titled "Wellness Stories" featuring individuals transforming their self-care moments with Dove products.
    - Promote the series with targeted pre-roll ads.
  - Facebook:
    - Share behind-the-scenes content of campaign creation to build authenticity.
- Visuals & Themes:
  - Calming pastel color palettes.
  - Imagery of bubbles, smooth textures, and flowing water to evoke tranquility.
  - Uplifting taglines like "Find Your Calm with Dove" or "Your Everyday Escape."

# Stage 2: Engagement

Objective: Build meaningful connections and encourage audience interaction.

- Platforms:
  - Instagram Stories & Reels:
    - Host interactive polls (e.g., "What's your favorite way to relax?") and Q&A sessions on relaxation tips.
    - Share short, creative Reels of "Self-Care Sundays" using Dove's products.
  - TikTok:
    - Introduce challenges like "7-Day Relaxation Challenge" where users post short clips of their relaxation routines using Dove products.
    - Use trending sounds with customized captions promoting wellness.
  - Pinterest:
    - Pin boards featuring relaxation tips, spa day ideas, and self-care routines with Dove.
- Visuals & Themes:
  - User-generated content with the hashtag #DoveZenZone.
  - Bright yet calming imagery that reflects real people enjoying serene moments.

# Stage 3: Conversion

Objective: Drive product purchases and deepen brand association with wellness.

- Platforms:
  - E-commerce Sites & Ads:
    - Feature discount codes for “Relaxation Bundles” of Dove products.
    - Create targeted Google ads linking to product pages with the tagline “Bring Wellness Home.”
  - Instagram and Facebook Shop:
    - Add shoppable posts for easy checkout from social media platforms.
- Visuals & Themes:
  - Close-up product shots with captions highlighting their nourishing and calming benefits.
  - Testimonials from wellness influencers.

# *Stage 4: Retention*

Objective: Foster loyalty and encourage repeat engagement.

- Platforms:
  - Email Campaigns:
    - Send newsletters featuring exclusive relaxation tips, product sneak peeks, and loyalty rewards.
  - Dove Community App:
    - Offer guided meditation sessions or relaxation podcasts co-branded with Dove.
- Visuals & Themes:
  - Relaxation-themed templates for emails.
  - Personalized thank-you messages for customer loyalty.

# Campaign Ideas

## Storytelling-Based Campaign

Concept: Highlight real-life stories of people integrating relaxation into their routines with Dove products.

Execution:

- Video Series: Create a mini-series featuring diverse individuals (e.g., a busy parent, a working professional, a student) sharing their moments of peace and self-care using Dove.
- Social Media Features: Post snippets of these stories on Instagram Reels, YouTube Shorts, and TikTok, showcasing simple self-care habits.
- Interactive Posts: Encourage followers to share their personal relaxation stories with the hashtag #FindYourPeaceWithDove for a chance to be featured.

Visuals & Themes:

- Cozy, intimate settings like candle-lit baths, serene nature backdrops, or calming evening routines.
- Use soft lighting and soothing music to create an emotional connection.

## Influencer Partnerships

Concept: Collaborate with wellness and lifestyle influencers to demonstrate self-care routines featuring Dove products.

Execution:

- Product Tutorials: Influencers share their personal relaxation rituals, integrating Dove's "Relaxation & Wellness" products.
- Behind-the-Scenes Content: Show influencers' authentic moments of self-care, adding a relatable and trustworthy element to the campaign.
- Giveaways: Partner with influencers for relaxation kit giveaways, including Dove products and wellness accessories (e.g., candles, bath salts).

Potential Influencers:

- Wellness advocates (e.g., yoga instructors, meditation coaches).
- Beauty and lifestyle bloggers who align with Dove's brand values.

Visuals & Themes:

- Natural, candid content showing influencers in their daily environments.
- Caption prompts like "What does relaxation mean to you?" to spark engagement.

## Virtual Relaxation Events

Concept: Host branded online events to create a shared community experience focused on wellness.

Execution:

- Yoga Sessions: Organize live virtual yoga classes led by professional instructors, incorporating Dove's messaging.
- Meditation Workshops: Partner with mindfulness experts to host guided meditation sessions, emphasizing self-care.
- DIY Wellness Tutorials: Teach attendees how to create spa-like experiences at home with Dove products.

Event Features:

- Exclusive event kits (Dove products, yoga mats, etc.) for early registrants.
- Real-time interactions and Q&A sessions with instructors.
- Recording access for participants to revisit sessions.

Visuals & Themes:

- Branding on virtual backgrounds (e.g., "Dove Zen Zone").
- Relaxing colors and calming animations to enhance the virtual atmosphere.

# Metrics for Dove

## Key Performance Indicators (KPIs)

To measure the success of the "Relaxation & Wellness" campaign, the following KPIs will be tracked:

### 1. Social Media Engagement:

- Metrics: Likes, comments, shares, hashtag usage (#DoveWellnessMoments, #FindYourPeaceWithDove), and follower growth.
- Target: Achieve a 25% increase in engagement rates and 10,000 hashtag mentions within the first three months.

### 2. Sales Growth:

- Metrics: Monthly sales volume of "Relaxation & Wellness" product lines.
- Target: Drive a 15% increase in sales within six months.

### 3. Event Participation:

- Metrics: Number of attendees in virtual events (yoga sessions, meditation workshops).
- Target: Secure at least 2,000 participants across all events.

### 4. Customer Feedback:

- Metrics: Net Promoter Score (NPS), product reviews, and survey responses.
- Target: Maintain an NPS of 80 or higher and achieve a 90% positive feedback rate on product reviews.

# Budget estimates

Expense Category	Estimated Cost	Details
Digital Advertising	\$20,000	Instagram, YouTube, TikTok campaigns.
Influencer Partnerships	\$15,000	Collaborations with 10 influencers.
Virtual Events	\$5,000	Hosting fees, instructor payments.
Content Creation	\$10,000	Professional photography and video shoots.
Product Giveaways	\$3,000	Kits for influencers and event attendees.
Miscellaneous	\$2,000	Contingency fund.
<b>Total Budget</b>	<b>\$55,000</b>	

## Expected Return on Investment (ROI)

Projected Revenue Increase: \$100,000 in additional sales over six months.

ROI Calculation:  $ROI = [(Revenue\ Increase - Campaign\ Cost) / Campaign\ Cost] \times 100 = [(\$100,000 - \$55,000) / \$55,000] \times 100 = 81.8\% \text{ ROI}$

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Thank You