

NEW YORK STOCK EXCHANGE



# The launch of **FAIRY** in France

Zaid Farooqui  
Justine Jankovic  
Anna Fusková  
François Levivier  
Pierre Maillard  
Yacine Lamali



# Table of Contents

01

## Business Overview

What is the goal of the report?

02

## Environmental analysis

Consumer analysis, competitor analysis, Internal analysis

03

## SWOT

An overview of the company's capacities

04

## Data collected + STP

Segmenting, Targeting and Positioning

05

## Marketing Mix Implementation

Recommendations for the brand

06

## Financial Plan

Indicators and budget



# 01 GOAL

The goal of this report is to provide insights on the external environment and the market in which Fairy (a P&G brand) will evolve.

To be more precise, the goal is to provide **Fairy** with a marketing plan to allow the brand to recruit a maximum of new French users by June 2022.





*"The Best Capsule against though stains"*

## The launch of Fairy so far

The brand has shown great results so far:

- A total of 19MM€ of value sell-out in France
  - 18% of Value Shares in April & May 2021
  - 12% of relative market penetration at the end of June 2021
- The sell-out value share total in France was constantly growing from January 2021 to May 2021 (up to 14,4%) then slowed down in June (11,3%).

Offering an outstanding product

Generating a high-scale trial



# Environmental Analysis O<sub>2</sub>

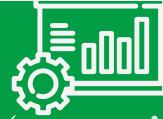
## PESTEL ANALYSIS



### P (political)

Fairy has to follow the laws and regulations set by the EU. These regulations ensure that all detergent products in EU are safe for the consumers, but also for the environment. This is what Fairy should keep in mind and follow these regulations. Detergent regulation calls for specific product information to be made available on the packaging and also on the internet( the presence of small allergenic ingredients).

The use of many (often incompatible) national systems for providing information on hazardous properties and control measures of chemicals requires multiple labels and Safety Data Sheets for the same product. This causes confusion for customers of these chemicals and increases the burden on companies complying with many different regulations. To address this, Regulation (EC) No 1272/2008/15 on the Classification, Labelling and Packaging of Substances and Mixtures (the CLP Regulation) was developed to harmonise the process, requiring only one set of labels for all products sold throughout the EU.



### E (economic)

Dishwasher detergent market significantly increased over the last 15 years. From 2019 to 2020, there was a jump of 9.1%. This majorly happened because of the covid 19 pandemic, since more people preferred in home meals, increasing the consumption of dishwashing. Consumers started running the dishwashers more frequently for better cleaning and sanitization of the dishes.



### S (social)

Lifestyle attitudes shows that more than 60% of people have a dishwasher at home in France. Approximately 60% of French people pre-rinse the dishes before using the dishwasher. Which is almost 2X more than in England. According to them, the highest penetration group using dishwasher in France is group Families with kids. The second biggest group is Seniors without kids. Young adults without kids use dishwasher the least.

Also, P&G is using Brand activism to attract younger people to buy Fairy. P&G is leveraging "the size and iconic nature" of Fairy to spark conversations about LGBTQ+ rights as it aims to live up to younger consumers' value systems. Visibility is the key to changing minds, to achieving acceptance/ For AKT it's wonderful that we can get into peoples homes, and make them think : "Yeah, LGBT people are just like the rest of us. We all wash up" - CEO of AKT. Fairy is rebranding to Fair to promote LGBTQ+ issues for Pride Month and raise awareness of the importance of speaking openly about LGBTQ+ families.



## PESTEL ANALYSIS



### T (technological)

Thanks to globalization and new technologies available today, the marketing and promotion is much easier for Fairy to attract potential customers. Using Connected strategy could help Fairy to attract more customers. Majority of young people are using social media, and Fairy can take this fact as a opportunity and promote Fairy on social media, such as Instagram, YouTube, Facebook,..



### E (environment)

EU issues directives, which has to be followed in the EU. One example of the directive important for Fairy could be Directive 94/62/EC on packaging and packaging waste. This directive deals with problems of packaging waste. One of its main target is plastic recycling, re-use of packaging.



### L (legal)

Eco-friendly products are important part of todays world. Also in France growing concern with sustainability and eco-friendly products are important for customers. SHIFT model could be implemented in the Fairy marketing strategy to enhance the involvement of customers towards sustainability.

FAIRY

# CUSTOMER BEHAVIOR ANALYSIS

## Problem

- Covid-19 pandemic has increased the demand for automatic dishwashing detergent since people prefer to stay and cook at home to avoid the risk of infection.
- Consumers are shifting from powders and gels to tablet based dishwashing detergents.
- The target group, women, prefer detergents that are time saving, energy efficient, and offer better cleaning of the dishes.
- Eco friendly products are in demand.
- Consumers stick to the products they have been purchasing, since this has become a low involvement decision making. Hence, they need the extra push to switch to Fairy and try it out.



## Solution

FAIRY products will answer all of the consumer's demand.

- They only propose tablets for the French markets because it is the current trend.
- They focus on market development : enter a new market with existing product at a specific time.
- They are eco-friendly : save water because no pre-rinsing is needed.

However, in the STP and Marketing Mix section we will provide help concerning the "extra push" they need to be tried by every French household at least once.



Unilever's  
SUN

Reckitt's  
FINISH

Novame's  
L'Arbre Vert

## Competition Analysis

Leader in France, created in 1965	30.3% retail value share in 2020	Focuses on innovation and regularly improves its products with a better respect to the environment	Aims to make all its packaging eco-responsible by 2025
Founded in 1953, World leader in dishwashing, recommended by dishwasher's manufacturers	13.8% market share in 2020	#Ensemblepourleau : reduces consumption of water	Promises a product that will save energy and time thanks to their innovation
Leading eco-friendly brand in France	Market share went from 3.7% in 2015 to 6.8% in 2020	Products without phosphates or phosphonates	—





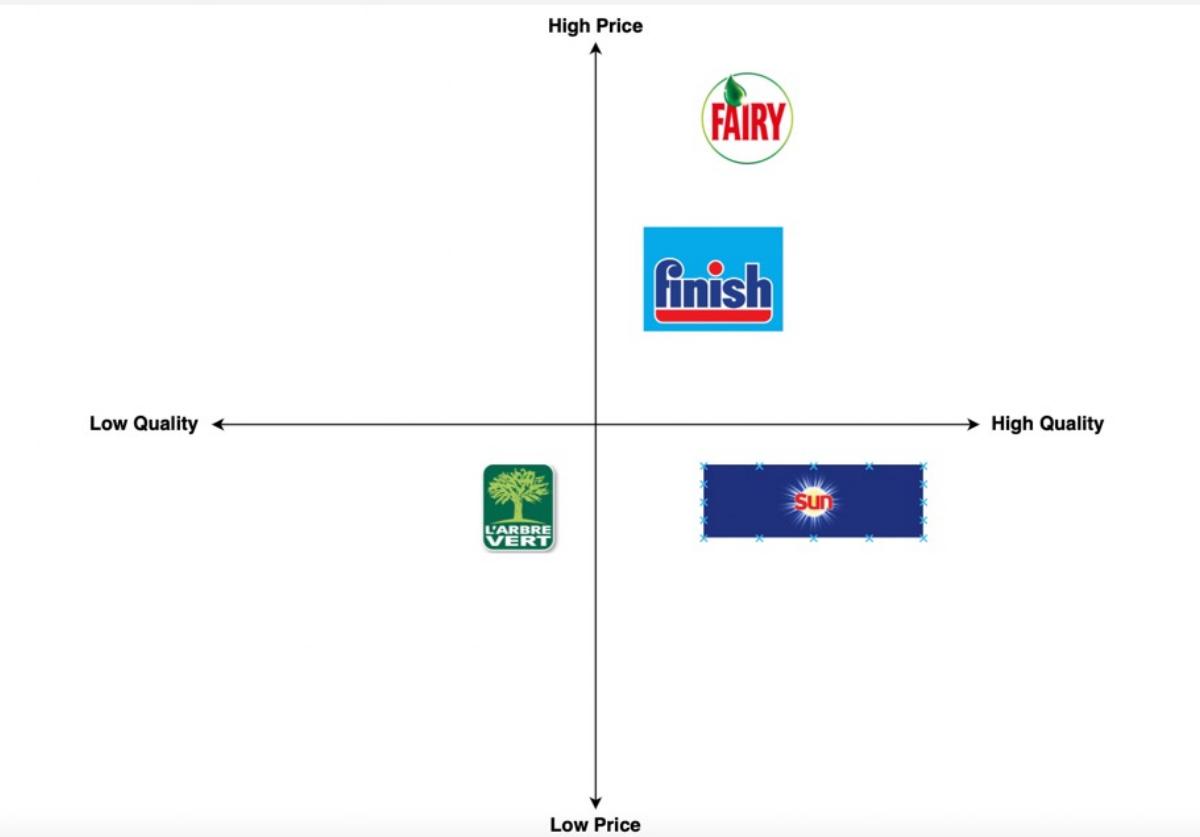
## Competition Analysis

Colgate's  
PAIC

Henkel's  
MIR

11.5% market share in 2020	—	—	—
6.4% market share in 2020	Objective : pleasure without price compromise	Since 2019 : environmental friendly products	—

# Perceptual Map





## Internal Analysis

### Company strengths

One of the main Fairy strengths can be strong consumer goods brands. Thanks to this strengths P&G (Fairy) has strong competitive advantage. Another strength is PG economies of scale, because they operate globally. And the last one is efficient product distribution network of PG – it helps Fairy to support market penetration and its competitiveness.

### Structural weaknesses

It is not easy to compete in consumer market goods, because the products share lots of similarities with its competitors, thus the Fairy product can be easily imitated. P&G e-commerce website has limited presence to make it possible to purchase Fairy products via internet. Improving P&G online presence can enhance its marketing mix and boost the competitive advantage of Fairy.



# 03

## SWOT ANALYSIS

Fairy is a British brand owned by P&G. P&G is an American multinational consumer goods company, Fairy benefits from P&G's brand image.

Fairy brings value to market innovation in its products and stands out on this aspect compared to its competitors.

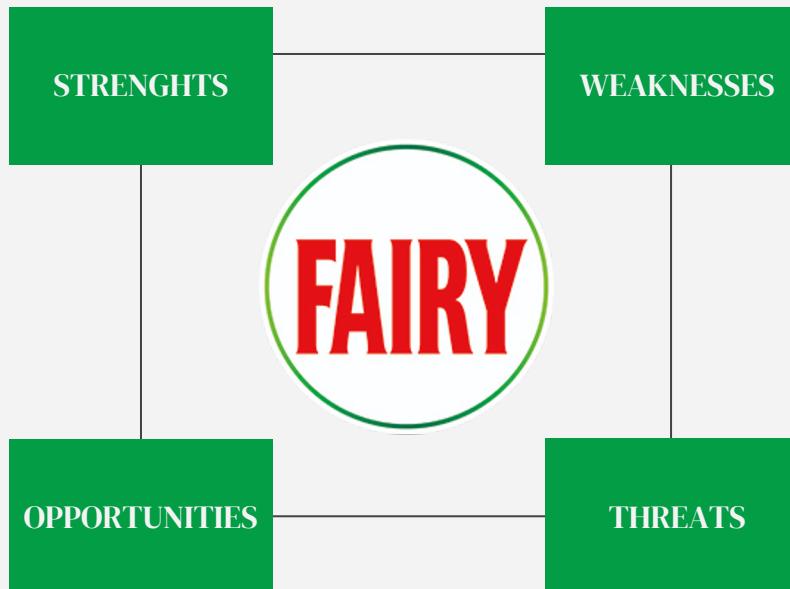
The brand has experience in launching in different European markets after its success in different countries including Belgium (as Dreft) and Sweden and Norway (as Yes).

The products that Fairy sells (dishwashing products) are needed on a daily basis so this increases the supply and demand.

The pandemic has prompted customers to cut back on spending and focus on essentials, and Fairy is positioned to do just that.

The pandemic boosted dishwashing sales, and automatic dishwashing (especially automatic dishwashing tablets) is expected to take some market share of hand dishwashing.

## SWOT ANALYSIS



The market in which Fairy is positioned has many competitors (Sun, Finish, Paic, L'Arbre Vert, Mir,...). The loyalty of customers is very difficult to generate in this type of market.

Market forecasts for the next 5 years indicate a stagnant market, which may slow down Fairy's expansion (Euromonitor).

Brand awareness limited in the French market since its launch is quite recent.

---

Rise of "green" products that are more respectful of the environment.

Eco-friendly brands taking more and more market share.

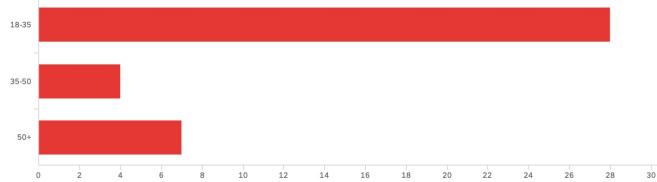
Leader with more than 30% market share (Unilever).

SEGMENTING  
TARGETING  
POSITIONING

04

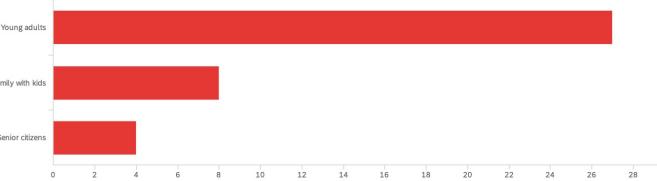
# SURVEY RESULTS

Age group - Which age group do you belong to?



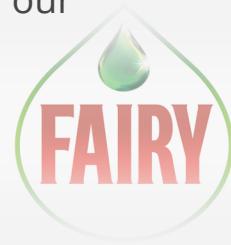
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Which age group do you belong to?	1.00	3.00	1.46	0.78	0.61	39

Household - Which household do you belong to?

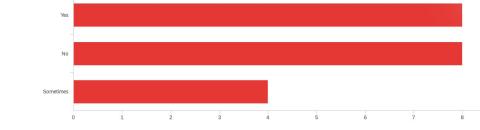


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Which household do you belong to?	1.00	3.00	1.41	0.67	0.45	39

- Here are the main data we used for the recommendations of our report :

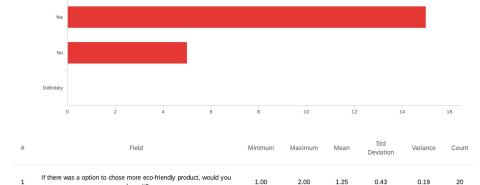


Prerinse - Do you pre-rinse your dishes?



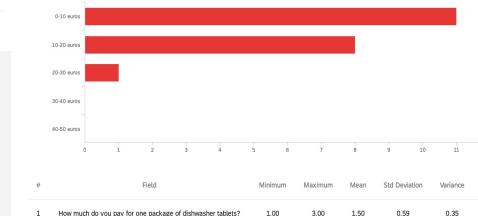
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you pre-rinse your dishes?	1.00	3.00	1.80	0.75	0.56	20

Ecofriendly - If there was an option to choose more eco-friendly product, would you choose it?



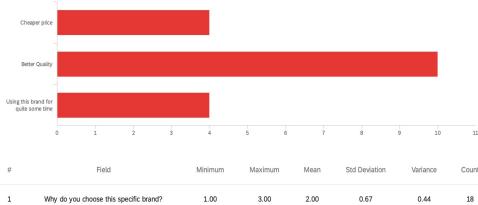
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	If there was an option to choose more eco-friendly product, would you choose it?	1.00	2.00	1.25	0.43	0.19	20

Price - How much do you pay for one package of dishwasher tablets?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How much do you pay for one package of dishwasher tablets?	1.00	3.00	1.50	0.59	0.35	20

Reason for purchase - Why do you choose this specific brand?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Why do you choose this specific brand?	1.00	3.00	2.00	0.67	0.44	18

- 26 out of the 35 people we surveyed use a dishwasher



## SURVEY RESULTS

We created an online survey on Qualtrics in order to collect data and learn more about consumers' habits. The results we can draw from our study are numerous and have helped us well throughout the project. **Here are the main points on which we have relied.** Instead of just performing a quantitative survey to get insights, we decided to go a step further and directly speak with the end users making the purchases. We surveyed around **35 people for quantitative results using Qualtrics** and spoke to **12 people** around the city to understand their decision-making process using more specific questions. We've for instance noticed that the factors customers value the most are: high quality, saving time and sparkling dishes.



- 50% people think they will have to pre-rinse their dishes
- 70% of people are willing to try more eco-friendly product
- 60% of people are more attracted to a brand with environmental awareness
- 80% of people are willing to buy detergent in a “sans-emballage” format

### Interests

High quality



Sparkling dishes



Saving time (no pre rinse)

# Market Segments

With a combination of our survey results, data from Statistica and Euromonitor, we have divided the dishwashing market into 3 segments embodied by 3 different kinds of persons.

## Clara, The Planet Savior

Clara is a young adult who tries to save the environment with her every action, being it taking a metro to go to the market or buying an eco-friendly dishwashing detergent. She chooses a dishwasher detergent which takes an eco-friendly and sustainable stand, right from the product development to how the waste is disposed off.

This segment largely consists of young adults, between the age of 18 and 30, and are people who have recently gotten married and have already purchased dishwashers.

- **Pain:** Non-eco-friendly dishwashing detergents
- **Gain:** More environmentally sustainable options

## Rachel, The Cleanliness Warrior

Rachel, a mother of two and a hardworking woman is someone who tries to optimize the time she spends on every activity, right from making breakfast to going back to bed at the end of the day. Quality and cleanliness are important factors to her while buying a detergent, and something that removes the requirement of a pre-rinse

This segment consists of people between the ages of 26 and 39, who are married with kids and are busy with the jobs and daily activities. They prefer options which reduce the time taken for cleaning (pre-rinse) and provides a good cleaning compared to other options in the market. This is a huge segment.

- **Pain:** More time taken due to pre-rinse, not clean enough
- **Gain:** Time reduction, better cleanliness

## Marc, The Indifferent Knight

Marc, who is a happily married man in 50s doesn't put much thought while making low involvement purchase decisions. He prefers sticking to the products he has been using for years and does not feel bothered by any environmental issues. Cleanliness albeit is a factor for him but his existing detergent is satisfying enough for him.

## To sum up, here are the main target we advice FAIRY to focus on :

Young adults between 18 and 30. no children. Have recently bought a dishwasher.

Not much habit concerning the tablets they use.

=> Easier target.



Adults between 18 and 30. Families with children. Have had a dishwasher for a long time.

Have habit concerning their tablet choice but they are willing to spend a little bit more for higher quality.  
=> Good target.



# FAIRY



## FAIRY's targets

Since Fairy has a standard and a premium product line, it only makes sense to choose a different target segment for each of the lines since a segment who always buys standard product will not go for a premium option in detergents.



## Planet saviors / Young Adults

We believe this to be the main segment for the standard product, "Tout en 1" line also overlapping in the premium section. Since Fairy takes an eco-friendly stand with reduction of cycles and saving water and electricity, we believe this to be a good segment for the standard line.



## Cleanliness warriors / Families

This segment is perfect for the premium line. People in this segment have a strong purchasing power and are looking for ways to optimize the cleaning process. "Fairy Platinum +" has a unique value claim of brighter shine, anti-dull and shorter cleaning cycles. This segment would prefer such a product.



# The Position we advice for the brand

FAIRY may be known in English speaking countries but it is still too unnoticeable to French consumers. FAIRY should therefore focus on developing the 2 unique selling proposition below on the French market.



SAVES TIME

REDUCES EFFORT

HIGHER QUALITY

PROVIDES HOPE

For the planet saviors, Fairy Tout en 1 is the only brand among the mass dishwasher detergents that provides a faster and an eco-friendlier way to clean the dishes, because it reduces the cycle duration and amount of water used while providing excellent cleaning.

For the cleanliness warriors, Fairy Platinum + is the only brand among the premium dishwasher detergents that provides a faster and an efficient way to clean your dishes because it reduces the cycle duration and provides a super powerful stain removal using an anti-dull technology.

# 05 MARKETING MIX IMPLEMENTATION

## Product portfolio recommendations

For now, Fairy offers a **premium range** and a **standard range** to its consumers with the Fairy all-in-one and Fairy Platinum + products. The idea could be to expand these ranges with products that are different but still within the same range. For example, one could imagine offering new fragrances to consumers who may be getting tired of the two products offered by Fairy. This would also allow a wider range of consumers to be reached.

### Fairy all-in-on

*To go further*

Hard boxes packaging

Different smell



### Fairy Platinum +

*To go further*

Hard boxes packaging

Different smell

## Place recommendations : Sales and Distribution



### Current indirect distribution channel



P&G uses an indirect distribution channel for their Fairy's products. The tablets are sold through brick-and-mortar stores. The buyers of fairy want to buy/are more inclined to buy in store or online from a retailer's online shop. We think P&G should continue to sell its product through big retailers



### Mid to eye level display

Recommendations for the future: Mid to eye level display. In some stores such as Leclerc Roubaix, Fairy had a separate stand of its own. While it is good to have an individual stand, the placement was not good. The stand was hidden behind other stands because of which you cannot spot it easily. Also, access to the stand was difficult since there were other product stands blocking it. Moving forward, individual stands should be kept in a good, easily accessible area. Shelf talkers should be used which portray the supreme cleaning power of Fairy while highlighting the environmental benefits. Promo zones should be continued in supermarkets like they are being used now. **Head-aisle displays: big carts that explains the functions of the tablets and its benefits.**



## A push and pull strategy



As the product is new on the French market, customers may not know it well. We will have to attract them, and this will be done by executing the **push strategy**, by our direct marketing and displays at points of sale where customers may test **samples of Fairy's products**. This may require for P&G to negotiate with retailers so that they will give them extra space for displaying their products and to stock it. Concretely, Fairy will create **checkout placements** where a marketer will introduce its new products, this will lead to a **stronger brand value and recognition** and consumers will be tempted to switch brands (In-store activation plan).

The push strategy will be combined with a pull one, through online advertisements and commercials. This way the consumer himself will go to the retailer asking for the product. Aligning these two strategies, Fairy will have the best combination possible to successfully enter the French market and realize brand switching.



### IN-STORE ACTIVATION PLAN:

Show the product in action Two dishwashers, one using Fairy and one random detergent will wash equally dirty dishes in front of the consumers. At the end of the cycle, the consumer can see for himself the difference in the quality between these two and hence make a wise choice.

# Place recommendations : Sales and Distribution



## The Sans-emballage format

We would like to bring an idea which would help them implement in many more places and become more available to people and therefore more tested: the SANS-EMBALLAGE format.

The idea behind "Sans-emballage" is to sell the dishwasher tablets without the packaging. This helps reduce the quantity of plastic waste that is created by dishwashing detergent brands. They will be stored in a few boxes where customers will be able to purchase as many quantities as they like, and they pay per tablet depending on the price. Also, heavy discounters such as ALDI and LIDL (which makes 6% of the delivery channel), focus on selling products with minimum packaging, most often in the original containers. As consumer behavior is shifting towards eco-friendlier options with all the things they purchase, we firmly believe that with good in store promotions in supermarkets such as ALDI will be a good way to let the consumers know Fairy is striving to be the most eco-friendly detergent in the French Market. They could also try to sell their product in automatic laundry stores in distributors.

## Separate the two products

Since Fairy has a premium and a standard offering, it is important to place them separately in the store. The first thing would be to stop offering the 2 lines at the same place. This confuses the customer as to which option to choose. Moreover, it is important that the premium lines should be sold at premium supermarkets and offer the standard lines in the normal markets to not dilute the premium image of the brand. Secondly, since we are focusing on an eco-friendly approach, Fairy should be offered to be kept in supermarkets selling sustainable products.



# Advertising and Promotion



## Market

We have a broad potential customer base (targeting people with high and average purchasing power).



## Mission

As we are introducing a new product in a new market, the key mission for Fairy France should be informative: "Encourage trials and brand switching of all our products in France by 60% by December 2022". Since Fairy's product and quality are superior, we believe that we need to focus on the communication part in order to attract customers trying our products. Once this is done, and as a result of this pull strategy, customers will look for our products themselves and we need to plan extra stocks for that situation.

# Advertising and Promotion



## Message

To be consistent with our positioning, two messages must be communicated: one for "Clara, the Planet Savior" (Focusing on Brand activism) and another one for "Rachel, the Cleanliness Warrior" (Focusing on informational appeal).

Brand activism is possible here by focusing on climate change and water waste (70% of people interviewed are willing to try out an eco-friendly product). We also will communicate on the life changing message and on informational appeal. According to our survey, a lot of French people (50%) still think they need to pre-rinse, if they stop doing it, they will have more time to spend with the family, it will simplify the tasks, and it also will reduce anxiety within the household! On the long run, if we communicate on this and the consumers are satisfied by our performance claim, word-of-mouth will be enhanced and so the sales.

# Advertising and Promotion



## Media

For online promotion, we suggest a mix of advertisements on YouTube, Facebook, and Instagram. Since dishwasher detergent is a low effort involuntary purchase, we need to instill the brand image of Fairy in the minds of the consumers in every way possible, so when they see the product in the shopping centers, they are automatically inclined to purchase it. To promote the eco-friendly standpoint, Fairy can promote the product with the help of some eco-friendly influencers, who try to find and promote eco-friendly products in the market.

Create awareness and trial for the product:

1. Educate French consumers to the benefits of using tablets
  2. Educate French consumers to the non-usefulness of pre-rinsing
- Contact websites such as Futura-science to be included in their online comparison tests which are read by a good number of people. Contact and work with "testing" websites: they have a big customer database which we can use. The strategy is to offer tablets to their range of testers with the hope they will give positive feedback and will buy Fairy tablets in the future.



## Money

See Financial Plan.



## Measurement

Gross rating points and the average frequency should match the media mix chosen and will give us an idea about our targeting and impression in relation the total number of people reached by our campaign. Ian.

# Financial Plan

06