Fall 2019 – BADM 520 Marketing Management

Assignment #1

For paragraph one, since the focus on the biggest problem facing the company is currently facing what stands out the most is the image problem associated being acquired by what is essentially a chemicals company in the form of Clorox. In the article, it mentions the green initiatives and they don’t seem to be enough to change the public perception of a homespun eco burts bees lip balm product. My recommendations would be to disassociate the burts bees and lip balm associated products under a new division of Clorox focused exclusively on hard hitting environmentally conscious green product development initiatives with as much as autonomy as they can get from Clorox.

My rationale for this line of thinking has to do with immensely unpopular view of Clorox and people’s perception of how harmful bleach is to the economy. The article mentions other examples such as L’Oréal paying $1.4 bln for body shop and Colgate-Palmolive paying $100 million for Tom’s of Maine but there are clear aesthetic adjacencies which makes sense for those purchases and the optics on the Clorox deal do not have a have a similar palatability to the average consumer.

As I noted previously my plan of action would be to completely divorce the public image of burts bee’s product and Clorox. In my opinion, having a separate autonomous unit under the umbrella of Clorox but has extremely limited oversight with an extremely limited managerial influence, this could allow the company develop adjacent products the burts bees logos and their own in house brands thereby adding more product diversification to the company and entry into new markets.