

C. DETAILED OUTLINE:

In this step, we will discuss in detail each component and its requirements within the assignment.

To start off, the assignment is split into four sections: brand introduction (background information about the brand and its product), its target audience, the marketplace and recommendations. It is, of course, followed by a reference list and appendices if you do have any. *Choosing a company suitable to your field of knowledge is key.*

TIPS:

- When selecting your brand, look out for their **slogan** or **brand message**. Not only will this piece of information make it easier to identify brand values, personality and proposition, but it will also allow for smoother applications in assignment 3 should you feel it is needed.
- If you don't possess an interest in any of the proposed organizations, it is recommended you go for one that is **well-known** or presumably has plenty of data to its name.

1. BRAND INTRODUCTION:

This segment requires the following fields to be covered: the product or service's primary advantages (followed by attributes and benefits), USP, importance of parent company, brand personality, and brand value proposition, along with rationale for the last two factors.

- *Primary assets:* The following model can be used.

Features	Attributes	Benefits	
		Functional	Emotional
Mention the product/service's important properties	Explain how that OMO property works	How does the product/service's property help them in their life	What the product/service's property makes them feel
OMO's Auto 3x Capsules	Place the capsule at the rear of the drum, add your laundry, and experience excellent outcomes.	Specially designed for effectively removing stubborn stains, providing enduring freshness, and	Create a pleasurable experience for customers with the sensation of freshly cleaned clothes.

		ensuring gentle care.	
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- *Unique product attributes and substantiations:*

Now that you've listed the product/service's attributes, you need to provide evidence to support the superiority it provides. For this stage, it's best to look for online reviews (forums, websites, blogs or videos) and filter out outdated opinions.

Example: OMO Auto 3x Capsules's attributes are reviewed on [Home Tester Club](#) and can be referenced.

Unique attributes	Substantiation
The fabric has a pleasant scent from the capsules.	- "Not only does my washing look good but it smells good too." - Verena - "It's the most convenient things I've ever came across. It's an all in 1 literally. Made my clothing super clean and smelling so fresh with a soft touch" - Savanha
Well cleansing	- "I found the omo capsules to have given my washing a clean and awesome smell i really love how clean my clothes are after." - Cecily - "After using the capsules I will never go back to washing powder." - Chante
Easy and convenient use	- "Such a convenient and easy to use item. Can not believe I never knew of this item. It is such a treat to use in the task of washing clothes as it is as simple as pop-in and go! And it works on all stains and errors experienced." - Saun - "It's the most convenient things I've ever came across. It's an all in 1 literally." - Savanha

- *Parent company's importance:*

This particular step is not required if yours is a standalone firm. However, if yours is a subsidiary or a branch, you'll need to **stress the importance** of its parent company.

TIPS: A paragraph explaining the importance of a parent company in general and another mentioning the specific case in point showcase your effort and understanding of the assignment.

Example:

OMO is under the mother company: Unilever. Unilever, a dual-nationality company with British-Dutch origins, engages in the consumer goods market, distributing its products across approximately 190 countries. Notably, the company boasts ownership of over 400 brands, a strategic move that brings significant diversification in both product offerings and risk management. Their

extensive portfolio includes items in the categories of food, personal care products, and cleaning agents. Particularly noteworthy is that twelve of these brands individually generate sales exceeding one billion euros. ([link](#))

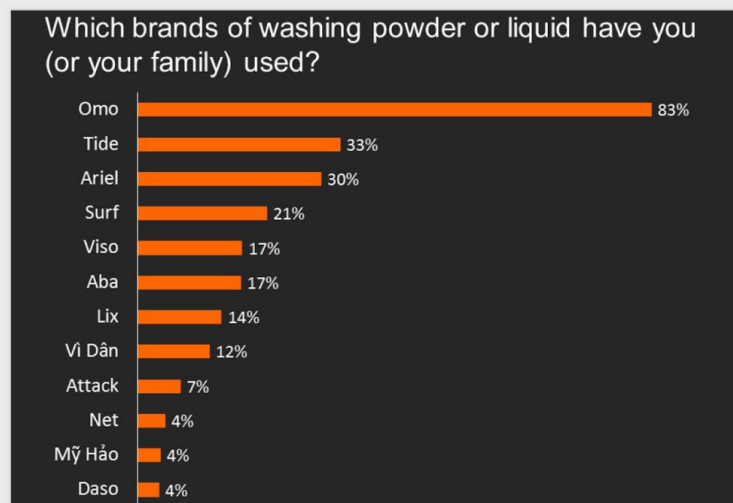
OMO has gained a reputation as a top-notch household care product, appreciated in both urban centers and rural regions of Vietnam. Moreover, Omo by Unilever continues to maintain its dominance, surpassing other competitors in terms of brand experience. A significant 83% of individuals reported having used this product at least once. ([link](#))

Omo is the most common used product nationwide

Vietnamese washing powder market used to be the competition of Unilever and P&G for a long time. Since 2012, the new entrance of some domestic products did change the situation which made the market became more active.

However, currently Omo from Unilever is still the dominant which overwhelm other competitors for the brand experience with 83% people said that they have used this product at least once. Other brands from Unilever such as Surf, Viso also play good roles in winning consumers' experiences.

P&G with Tide and Ariel are placing at the 2nd and 3rd in the ranking. Surprisingly, some domestic brands such as Aba and Lix are getting more market share despite of late launching.



- *Brand personality*: Mention at least 3 characteristics that the company adopts. You should also consult academic sources to strengthen your claim on this.

TIPS: Elaboration on each characteristic and why it suits that organization's style, product/service and marketing plan will prove beneficial

Example:

Academic Source: When it comes to influencing customer choices, establishing a connection with them through a brand personality that aligns with their characteristics is crucial. This connection has the power to persuade customers to favor and align themselves with the brand (Banerjee 2016).

Theory about Brand Persona: Jennifer Aaker

E



For example:

→ *OMO excitement element:*

Excitement can be found in: (Identity expression, exciting experience, etc)

- *Identity Expression:*

Creative Design: The Capsules have recycling packaging, using Biodegradable capsule film to store the liquids

- *Exciting Experience:*

LED advertisement: In 2019, OMO left a notable impact on consumers by introducing an advertisement featuring LED weather forecast lights. This innovative approach involved conveying the current weather conditions on large outdoor billboards, providing a unique and engaging way for consumers to stay informed.

- *Brand value proposition:* This part should be a summary of both the product/service's primary advantages as well as their attributes and USP.

Example:

OMO consistently incorporates messages about the advantages of its products, blending them seamlessly with emotional factors.

“Dirt is Good” Campaign: In Asian cultures, the notion of "Dirty is Good" is deeply rooted in the cherished life values held by mothers. When mothers recognize that allowing their children to get dirty provides valuable life lessons, they become assured that these experiences are crucial for their children's development. To convey the logic behind "Dirty is Good," OMO advertisements emphasize the profound benefits of embracing this concept in a manner that is truly captivating, persuasive, and filled with affection.

2. TARGET AUDIENCE:

This stage demands the following points be explored: audience demographic, geographic, psychographic, behavioral; benefits to be sought - needs to be fulfilled; media profile; pain points.

TIPS: While demographic pertains to age groups, genders, income levels and more, psychographic refers to lifestyles and attitudes. Many students have mistaken one for the other.

Answer these questions to complete the first four criteria:

- *Demographic:*
 - How old are they?
 - What are their nationalities?
 - What is/are their gender(s)?
 - What are their income levels?
 - Etc.
- *Geographic:*
 - Where do they live? In which region (valley, mountain, urban, outskirts)?
 - What area do they live in (village, town, city, suburbia)?
- *Psychographic:*
 - What are their lifestyles (priorities, values)?
 - What are their social classes?
 - What are their attitudes towards different things (technology, personal space, leisure time)?
- *Behavioral:* pertains to a specific industry, but here are some examples
 - Habits of using & purchasing technology?
 - When do they use their technological products ? How much time per week?
 - etc

Example:

OMO's target demographic includes the younger generation, aged 18 to 29 years old, known for their independence and liberal mindset, actively making decisions in various aspects of life, including their purchasing choices. Young individuals often emulate the preferences of their idols, and Unilever

leverages this by featuring well-known figures like Suboi, Rhymastic, Dong Nhi, Cao Thang, etc., in promotional programs.

Additionally, OMO also caters to Vietnamese women who are housewives within families. Recognized as key decision-makers, these women play a crucial role in determining which products to use, the quantity needed, and the overall consumption patterns within the household.

- *Benefits sought, needs fulfilled:* In this segment, try to put yourselves in the customer's shoes and ask: what do I want from this product/service? List out the benefits the buyer is looking for in the product/service. Afterwards, elaborate on how their demands can be satisfied through your product/service, linking back to the USPs and primary factors.

Example:

Customers opt for OMO Unilever due to its track record in efficiently removing stains, the trustworthiness of the well-established Unilever brand, a wide range of products to suit diverse preferences, ongoing innovations in laundry care, effective marketing strategies, appealing fragrance choices, a commitment to sustainability, and positive recommendations from others. The brand's dependability, diverse offerings, and alignment with consumer values make it a preferred choice for individuals and families seeking top-quality laundry solutions.

TIPS: This section is where you need to focus on specifying your product/service's qualities. For example, if your product is a bicycle that is carbon-printed, meaning it's both durable and lightweight, you need to mention "target audience seeks a sturdy yet light bike frame". In the needs fulfilled section, you should discuss how the audience doesn't have to worry about carrying a heavy bike or breaking it in use.

- *Media profile:* Particularly revolves around the habits and behavior of the target audience online. This includes **social media usage, web surfing, time spent online** and so on. Every point made in this segment should be backed by academic references.

TIPS: This is where you should display your researching skill. Here are some questions to give you a headstart:

1. What type of media do they usually use for information? Traditional (newspaper, radio, TV) or digital (social media, websites, videos, etc.)?

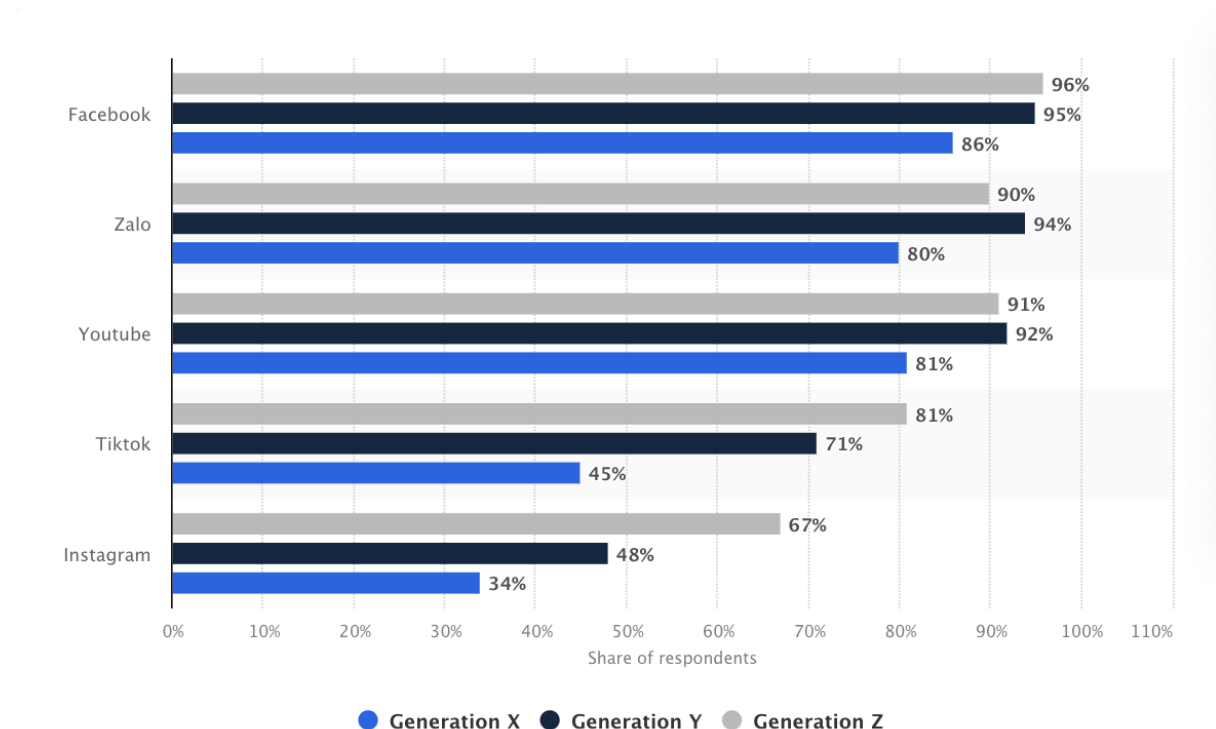
Example:

Vietnamese Gen Z individuals dedicate significant amounts of time to browse and engage with content on social media platforms like Facebook, Instagram, and YouTube. They possess a high level

of awareness regarding the relevance and suitability of content to their own interests and preferences. (Acoba et al. 2018).

2. What are some communication channels that they use? Social media, emails, direct messages, etc.?

Example:



→ Fond of social media channels. Gen Y welcomes electronic communication channels, but the importance of word-of-mouth message must also be emphasized

3. How often do they share about themselves or their interests online?

Tools you should use: Euromonitor database, Statista, Google Trends (keyword search), BuzzSumo, etc.

- *Concerns and pain points:* Another area in which the importance of evidence is heavily emphasized to support your claim. You should consider these areas for exploration:
 - Customer service: Does the company often receive bad reviews? Are customers' concerns addressed?

Example: There have been some negative reviews regarding OMO detergent's skin safety
Product error: Is the product tested harmful for skin? If so, do they have clear instructions for customers?

Example: OMO is assessed to be in the list of goods for middle-income customers

- Price tags: Is the product unaffordable for their target audience?

Example:

Utilizing numerous discount codes and combinations on various OMO home products during online shopping on platforms like Shopee, Lazada, and others, OMO's promotional strategies induce a sense of scarcity, capitalizing on the Fear of Missing Out (FOMO) effect. The aim is to encourage customers to make purchases by offering enticing discounts and promotions.

3. THE MARKETPLACE:

- *Major competitors:* Identifying competing brands, their rankings in the market, and market shares are several aspects to be determined in this step. Any relevant information comparing these brands will be of use as the goal is to discover marketing gaps or opportunities.

TIPS: Secondary research evidence is pivotal for this section and should be incorporated into every statement. You are recommended to include graphs, tables and any form of statistics either directly under each sentence or in the appendices area. Example is as follow:



Advantages/disadvantages of product/service compared with competitors:

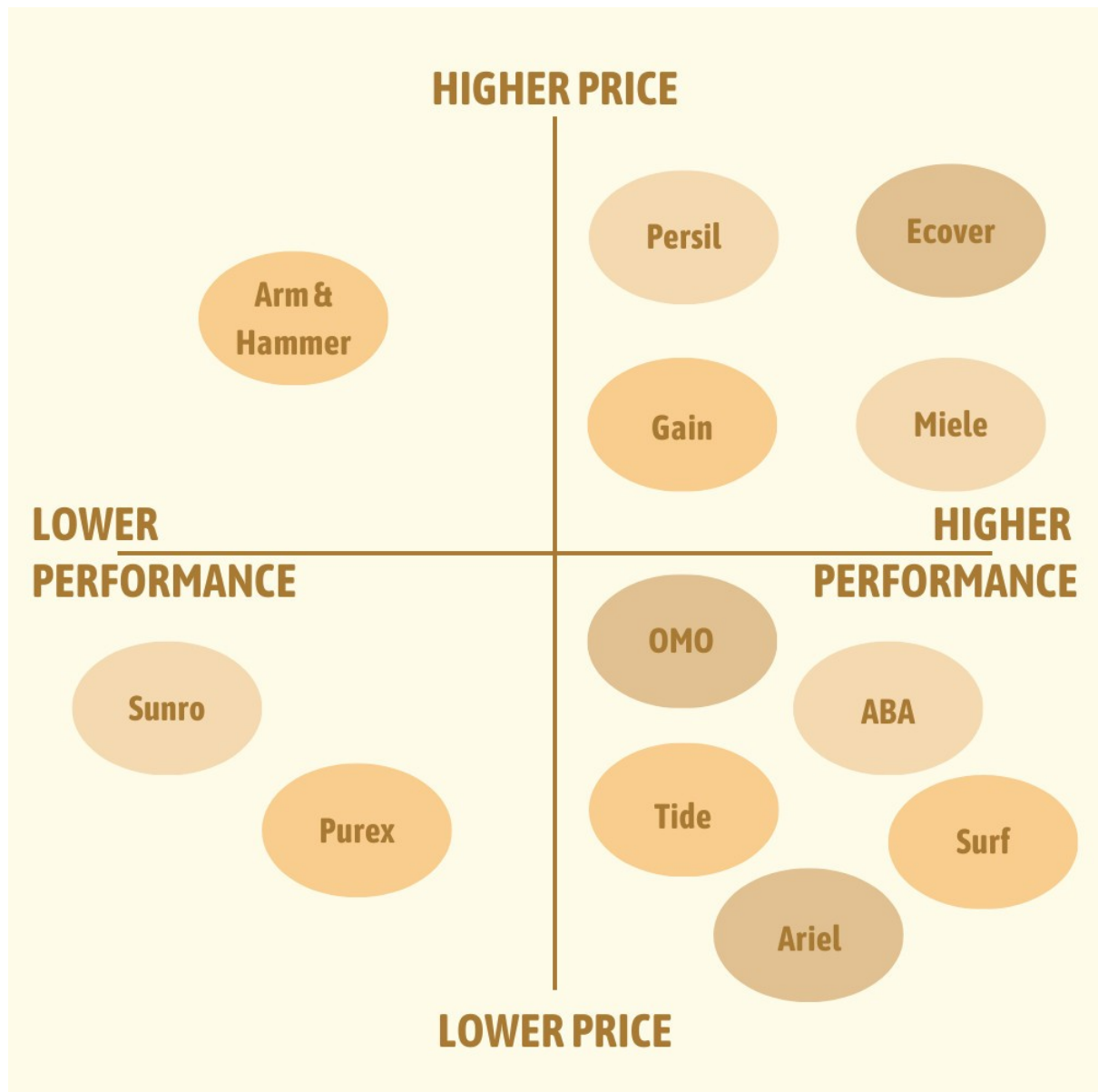
The following model can be consulted:

	OMO	Tide	Aba
Advantages	<ul style="list-style-type: none"> - Effective stain removal - Diverse fragrance choices - Brand recognition: Well-known and trusted brand - Environmental consideration: Company commitment to sustainability - Product Range: Wide range of laundry care products. 	<ul style="list-style-type: none"> - Stain Removal: Strong stain-fighting properties - Varied scents - Brand recognition: Established brand - Environmental consideration: Environmental initiatives - Product Range: Comprehensive product line 	<ul style="list-style-type: none"> - Stain Removal: Varies by product and formulation - Scent options may vary - Brand recognition: Local or regional recognition - Environmental consideration: Varies by product and region - Product Range: Range may be limited
Disadvantages	<ul style="list-style-type: none"> - Price: Price may be higher in some regions - Availability: Availability in certain regions - Eco-friendly options: Varies in eco-friendly offerings - Customer Reviews: Mixed reviews depending on regions 	<ul style="list-style-type: none"> - Price: Higher-priced in certain markets - Availability: Widespread availability - Eco-friendly options: Tide Eco-Box available - Customer Reviews: Generally positive reviews 	<ul style="list-style-type: none"> - Price: May be more budget-friendly - Availability: Limited availability in markets - Eco-friendly options: Limited information available - Customer Reviews: May have limited reviews

TIPS: Because there are a multitude of aspects affecting the performance of the product/service, this comparison table needs to address **as many factors as possible**. Therefore, you should tackle your product/service's properties before comparing other attributes like number of stores, social media presence, and more information you find pertinent.

- *Product AND competitive positioning:*

The positioning of both aspects can be modeled as follows. You should modify each map as you see fit.



- *PESTLE/SWOT analysis:* You should again erect a table assessing each criteria with at least one idea. The aesthetics of your tables should also be considered; consider using various light colors to make each segment in your table stand out and easy to see.

Strength	Weakness
<p>- Brand Recognition: OMO is a well-established and recognized brand globally, providing a strong foundation for consumer trust.</p> <p>- Stain Removal: Known for its effective stain removal capabilities, a key strength in the</p>	<p>- Price: In some regions, OMO products may be perceived as relatively higher-priced compared to some competitors.</p> <p>- Environmental Impact: While Unilever has sustainability goals, some formulations or packaging of OMO products may still raise</p>

<p>laundry detergent market.</p> <p>- Product Range: OMO offers a diverse range of laundry care products, catering to various consumer preferences and needs.</p> <p>- Innovation: Unilever, the parent company of OMO, invests in research and development, allowing OMO to introduce innovative formulations and technologies.</p> <p>- Global Presence: OMO has a presence in numerous countries, contributing to its wide market reach.</p>	<p>environmental concerns.</p>
<p>Opportunity</p> <p>- Growing Market for Eco-Friendly Products: There is an increasing demand for environmentally friendly laundry products, providing an opportunity for OMO to expand its eco-friendly offerings.</p> <p>- Market Expansion: OMO can explore untapped markets or regions where there is potential for growth.</p> <p>- Digital Marketing: Leveraging digital platforms for marketing and e-commerce can enhance brand visibility and consumer engagement.</p>	<p>Threat</p> <p>- Intense Competition: The laundry detergent market is highly competitive, with the presence of established brands and new entrants.</p> <p>- Changing Consumer Preferences: Shifts in consumer preferences toward eco-friendly products or alternative laundry solutions could pose a threat.</p> <p>- Economic Factors: Economic downturns or fluctuations can impact consumer spending on non-essential items, including premium laundry detergents.</p> <p>- Regulatory Changes: Evolving regulations related to ingredients, safety, or environmental standards could affect product formulations and marketing.</p>

- *Key issues for the category and the brand:* This part varies from category to category and from brand to brand. Remember that at this point, you should have gathered data to rationalize potential perspectives.

Key issue:

Security and Privacy: Addressing concerns about data security and user privacy is essential in an era of increasing digital threats and privacy regulations. [Vulnerabilities section](#)

Category:

The economic fluctuations resulting from the aftermath of Covid-19 have caused a decline in the Electronic TV market.

- The Covid-19 pandemic disrupted global supply chains, leading to production delays and a shortage of key components needed for manufacturing electronic TVs. As a result, TV manufacturers, including Samsung and LG, faced challenges in maintaining sales and profitability during the pandemic. These economic consequences of Covid-19 significantly impacted the Electronic TV market.

Brand: Securing and enhancing brand loyalty is of utmost importance for Samsung, particularly in markets where rivals are actively competing for the same customer demographic. To achieve this, Samsung should prioritize customer satisfaction, provide exceptional after-sales assistance, and establish effective loyalty initiatives aimed at retaining a dedicated customer base.

TIPS:

- While paragraphs are perfectly suitable, consider writing up bullet points if your word count is limited as you are near the end of the assignment.
- It is worth mentioning any social misconceptions impacting the category or brand. For example, people might refrain from buying electric bikes as they produce little noise, making it difficult for others to acknowledge its presence on the road. Another one is that a carbon-printed bike might encounter logistical or economic issues when integrating itself in a foreign market.

4. RECOMMENDATIONS:

In this area, instead of incorporating excessive statistical evidence, you are encouraged to adopt your own stance on how the company should develop its strategy. Consequently, you can showcase your critical thinking skill by locating aspects of the product/service that need highlighting, or exploiting existing marketing opportunities by doing something others haven't.

TIPS: Connect with your previous ideas. Should the brand change its brand values for this particular product/service? Should their target audience be modified? Should they cooperate with logistical services to smoothen the product/service penetration process? This will display your comprehension of both the entire assignment as well as your selected brand.

Example:

- Highlight strengths like: “Samsung leads the development of advanced technologies like AI, 5G, automotive and robotics”. Continue to advertise and develop to have the latest technological devices.
- Highlight opportunities: “Samsung can achieve tremendous development in the smartphone industry by setting the standard with innovative goods like foldable phones”. Give brand advice on how to create the brand's new personality, seek out new customer segments.
- With new strength, set out new opportunities for the Brand.
- Tap into the target audience: the young people - who are known for their willingness to challenge and go beyond established conventions and norms. Samsung acts as a buddy that resonates with these young individuals and provides them with the tools and inspiration to create and redefine their own unique lifestyles and paths in life.

