

Colgate®

FLAVORED TOOTHPASTE

MARKETING PLAN REPORT

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EXECUTIVE SUMMARY

Colgate's marketing team is tasked with creating a compelling lineup of new toothpaste flavors that resonate with current adult consumers and target young millennials in the USA, addressing their desire for unique oral care experiences, while effectively differentiating the brand, driving customer acquisition, and increasing market share. This report contains the following:

- **Market Research:** A comprehensive market research initiative was undertaken to identify appealing flavor profiles. Surveys, focus groups, and data analysis were employed to gain a deep understanding of the target audience's flavor preferences and oral care needs. This research formed the foundation for the subsequent formulation development process.
- **Formulation Development:** Colgate's formulation development team collaborated closely with flavor experts and oral care specialists. Their goal was to create toothpaste formulations that effectively addressed sensitivity relief while delivering a pleasant taste experience. Rigorous ingredient selection and testing were conducted to ensure both efficacy and taste met the desired standards.
- **Sensory Evaluation:** Trained panelists were engaged in sensory evaluations to assess the flavors and textures of the toothpaste formulations. Their feedback on taste, mouthfeel, and overall consumer experience played a vital role in refining the formulations and aligning them with the preferences of the target audience.
- **Integrated Marketing Strategy:** An integrated marketing strategy was devised to raise awareness and engage the target audience. Consumer trials and feedback collection were integral components of this strategy, providing valuable insights for further refinement and optimization.
- **Measurement of Success:** The success of the project will be measured through key performance indicators such as market share growth, customer acquisition rates, brand perception, and sales performance. These metrics will gauge the effectiveness of the new toothpaste flavors in meeting consumer expectations and driving business objectives.

FLAVORFUL FRONTIERS: EMBARKING ON A TOOTHPASTE TASTE EXPLORATION

- **Orange Burst:** Bursting with citrus flavor for a clean and healthy smile.
- **Lemon Mojito:** A zingy, refreshing flavor that's like a mojito for your mouth.
- **Berry Blast:** A sweet and fruity flavor that's a burst of flavor in every brush.
- **Coffee:** Get a jolt of energy and clean teeth with this coffee-flavored toothpaste.
- **Warm Spice:** A cozy and comforting flavor that's perfect for winter.
- **Matcha:** A clean and refreshing flavor with a hint of green tea.

Our research concluded that focusing on the Lemon Mojito as a new toothpaste flavor will yield positive returns for Colgate leveraging an integrated marketing strategy. By leveraging tv, digital, print, direct mail, and in-store shelving, our team intends to leverage the marketing budget of \$10.7 million USD budget to achieve \$18.6 billion in 2023.

SITUATION ANALYSIS

MACRO-ENVIRONMENTAL FACTORS

PESTLE ANALYSIS

The oral care industry is a large and growing market, with global sales of over \$100 billion in 2022. Colgate is a leading player in this industry, with a market share of over 20%. A comprehensive analysis of the external factors using the PESTLE framework reveals crucial insights and major takeaways. By delving into these macro-environmental factors, Colgate can proactively adapt its strategies, capitalize on emerging trends, mitigate risks, and stay ahead of the competition (See Exhibit 1 for PESTLE Analysis).

Key Takeaways from PESTLE Analysis

- **Regulatory Awareness: Navigating Regulations**
Colgate must adapt to changing government regulations that impact its operations, including safety standards and advertising claims.
- **Market Insights: Economic Trends**
Monitoring economic indicators is crucial for adjusting strategies according to consumer demand influenced by factors like disposable incomes, economic growth, and recessions.
- **Consumer-Centric Approach: Changing Preferences**
Tracking evolving consumer preferences, including natural products and personalized experiences, to meet their needs and maintain a competitive edge.
- **Technological Adaptation: Embracing Innovation**
Adopting innovative technologies like digital marketing and personalized products to enhance customer engagement, improve efficiency, and differentiate from competitors.
- **Legal Preparedness: Patent Laws and Litigation**
Monitoring patent laws and protecting intellectual property are vital for Colgate to address potential litigation within the oral care industry and maintain a competitive advantage.
- **Environmental Responsibility: Sustainability Challenges**
Colgate needs to address environmental concerns by adopting sustainable practices, eco-friendly materials, and reducing packaging waste to meet consumer expectations and regulatory requirements.

Recommendations from PESTLE Analysis

- **Foster Innovation:** Invest in R&D to create innovative products that meet evolving consumer needs and preferences.
- **Strengthen Marketing Efforts:** Build brand awareness and loyalty through effective marketing campaigns to drive customer acquisition and differentiate from competitors.
- **Embrace Sustainability:** Prioritize sustainability throughout operations, reducing environmental impact and meeting regulatory expectations.
- **Stay Agile and Responsive:** Adapt to changing regulations, consumer preferences, and technological advancements, seizing opportunities and mitigating risks.

MICRO-ENVIRONMENTAL FACTORS

Industry Size And Growth: Capitalizing On The Growing Oral Hygiene Market

The toothpaste market is a significant segment within the broader Oral Hygiene Industry, which includes various products like toothbrushes, mouthwash, floss, and teeth whitening products. With a market value of \$8,430 million in 2022 and a compound annual growth rate of 3.9% between 2017 and 2022, the toothpaste market has emerged as the second-largest segment, accounting for 30.6% of the US oral hygiene market.¹ This growth is expected to continue, with the forecasted market value reaching \$9,913.3 million by 2027.²

Factors Driving Growth

- **Rising Awareness:** Increasing awareness about the importance of oral hygiene and its impact on preventing dental problems has contributed to the industry's success. Consumers recognize tooth brushing as a crucial practice for maintaining oral health.
- **Technological Advancements:** The industry's ability to identify and produce technologically advanced oral hygiene products has kept customers engaged and met the growing demand for high-quality solutions. These advancements drive innovation and create a competitive edge.

Critical Success Factors

- **Brand Reputation:** Building a reputable and recognizable brand is crucial in the oral hygiene industry, where customers prioritize trusted products due to their direct impact on health. Establishing brand loyalty is essential for long-term success.
- **Product Differentiation:** With low switching costs, companies must differentiate their offerings through innovative features and new formulations. Standing out in a crowded market is vital for capturing customer attention and preference.

Challenges and Industry Outlook

- **Government Regulations:** The industry faces strict government regulations regarding safety standards, ingredient requirements, and advertising claims. Compliance with evolving regulations is necessary to ensure product conformity and mitigate risks.³
- **Changing Consumer Preferences:** Consumer preferences evolve regularly, requiring companies to adapt swiftly to meet these changing demands. Staying in tune with consumer trends is essential for maintaining a competitive edge.
- **Intense Competition:** The oral hygiene industry is highly competitive, with numerous companies vying for market share. The rise of e-commerce has intensified competition, making it easier for new entrants to enter the market.⁴
- **Retail Trade Dynamics:** Industry players must navigate challenges related to limited shelf space, fulfilment requirements, and inventory management. Retail trade decisions significantly impact the industry's distribution and sales strategies.

¹ Colgate-Palmolive Company. (2023). Annual reports

² Ibid.

³ Ibid.

⁴ Ibid.

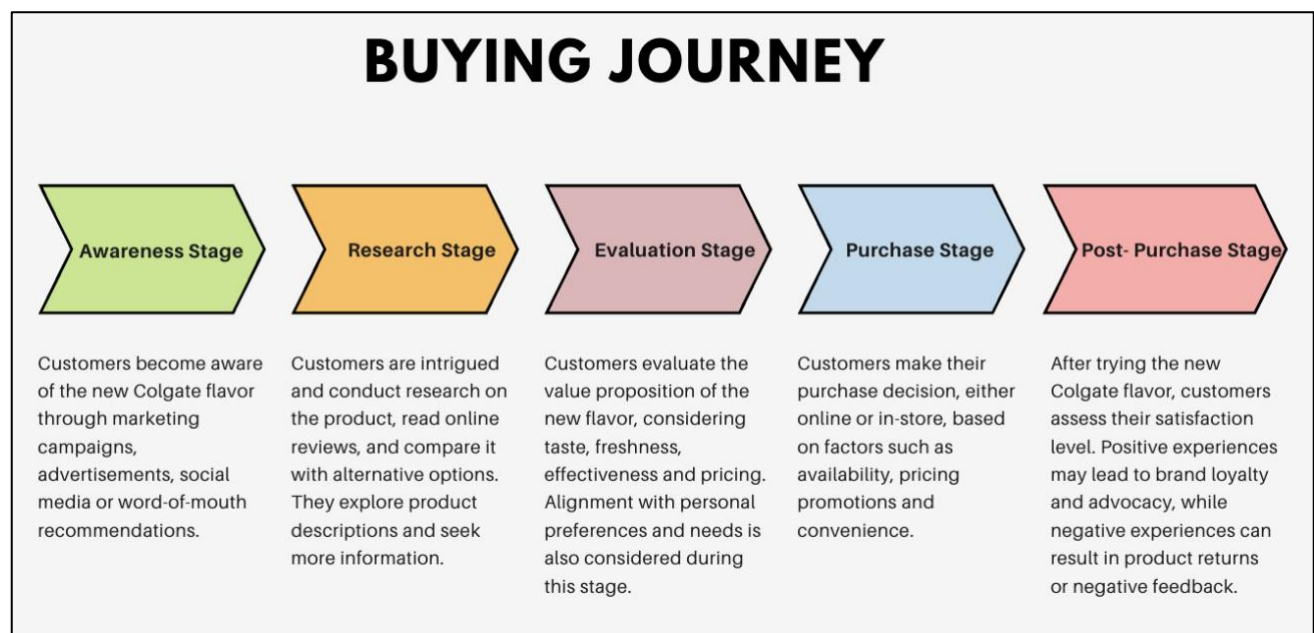
Despite challenges, the oral hygiene industry presents significant growth opportunities, driven by rising awareness, technological advancements, and increasing consumer demand. To succeed in this dynamic landscape, companies like Colgate must focus on brand reputation, product differentiation, and agile adaptation to changing regulations and consumer preferences. By capitalizing on these factors, Colgate can leverage the industry's growth potential and strengthen its position as a leading player.

Customer Analysis

Overview of Consumer Needs and Requirements in Toothpaste

Toothpaste needs vary among different consumer segments. General consumers prioritize toothpaste that offers all-around oral care, including cavity protection, fresh breath, and teeth whitening while considering factors like convenience, affordability, and effectiveness. Health-conscious individuals look for natural, fluoride-free options with long-lasting freshness, as well as environmentally friendly and cruelty-free products. Families with children require toothpaste that is safe and gentle, with child-friendly packaging and appealing flavors that make brushing enjoyable. Adventurous and experimental consumers seek unique flavors and experiences that make the product stand out, often showing interest in limited edition or seasonal options for an exciting and exclusive brushing experience.

Navigating the Consumer Buying Journey



Associative Industries: Market and Competitor Analysis



The competitive landscape analysis provides valuable insights into the market dynamics and key players in the oral care industry. By examining Porter's 5 Forces (**See Exhibit 4, for Porter's Five Forces Analysis**), it becomes evident that Colgate faces a moderately competitive environment. While the threat of new entrants remains low due to high barriers to entry, the bargaining power of buyers and suppliers is moderate and low, respectively. The presence of substitutes poses a moderate threat, but Colgate's strong reputation for effective and reliable products acts as a buffer. However, the intensity of competitive rivalry is high, necessitating a focus on brand differentiation and innovation to maintain a competitive edge. This analysis underscores the significance of investing in customer loyalty, leveraging supplier relationships, and continually driving product innovation to navigate the competitive landscape effectively.

Battle of Smiles: Unveiling Colgate's Competitors, Market Share, and Rankings

- **Procter & Gamble:** P&G is the largest consumer goods company in the world, and its oral care brands include Crest, Oral-B, and Scope. P&G has a market share of approximately 25% in the global oral care market.⁵
- **Unilever:** Unilever is another major consumer goods company, and its oral care brands include Signal, Closeup, and Pepsodent. Unilever has a market share of approximately 15% in the global oral care market.⁶
- **Johnson & Johnson:** J&J is a diversified healthcare company, and its oral care brands include Listerine, Reach, and Waterpik. J&J has a market share of approximately 10% in the global oral care market.⁷

In terms of market rankings, Colgate is the leading oral care brand in the world, followed by Crest, Oral-B, and Signal. Colgate has a strong brand presence in many countries, and it is the market leader in North America, Latin America, and Asia.

Competitor Chronicles: Unveiling the Strengths and Weaknesses of Rivals and their Product Arsenal

Colgate's competitors possess their own set of strengths and weaknesses. Procter & Gamble demonstrates strong brand recognition, an extensive product portfolio, and global reach, but faces criticism for high prices and some products containing harmful ingredients, along with competition from private label brands. Unilever also boasts strong brand recognition and global reach, innovative products, and celebrity partnerships, but faces similar challenges with ingredient concerns and private label competition, as well as limited availability in certain regions.⁸ Johnson & Johnson, Kimberly-Clark, and Clorox exhibit their own strengths such as brand recognition, product range, and innovation, but encounter similar weaknesses of ingredient controversies, pricing disparities, and competition from private label brands. These insights highlight the competitive landscape and the areas where Colgate can leverage its own strengths while addressing consumer concerns shared by its rivals.

⁵ Procter & Gamble. (2023, June 21). Brands. Retrieved from <https://us.pg.com/brands/>

⁶ Unilever. (2023, June 21). Taking care of oral hygiene. Retrieved from <https://www.unilever.com/planet-and-society/health-and-wellbeing/taking-care-of-oral-hygiene/>

⁷ Johnson & Johnson. (2023, June 21). Oral health. Retrieved from <https://www.jnj.com/tag/oral-health>

⁸ Ibid, Unilever.

Colgate Unplugged: An In-depth SWOT Analysis of a Global Oral Care Powerhouse

With these actionable insights, Colgate can further strengthen its position as a leading oral care brand, expand its market share, and drive continued growth and profitability. (*See Exhibit 2, for SWOT Analysis of Colgate*).

Key Actionable Insights for Colgate as a Brand

- **Strengthen brand equity:** Continuously build and reinforce Colgate's strong brand recognition and reputation through effective brand marketing campaigns and brand ambassador partnerships. Focus on communicating the brand's values, commitment to oral health, and innovative product offerings to enhance customer loyalty and attract new consumers.
- **Optimize emerging market opportunities:** Capitalize on the growing demand for oral care products in emerging markets, particularly in countries like China and India. Tailor marketing strategies to target these markets, emphasizing the importance of oral health and the benefits of using Colgate products. Customize product offerings to meet the specific needs and preferences of consumers in these regions.
- **Foster innovation and new product development:** Invest in research and development to drive innovation in oral care products. Address emerging consumer needs and preferences, such as sensitivity and gum disease, by developing specialized solutions. Stay ahead of competitors by regularly introducing new and improved products that offer unique features and benefits.
- **Expand product portfolio:** Seize opportunities for diversification by expanding Colgate's product portfolio into new categories beyond oral care. Explore adjacent markets like personal care and household surface care, leveraging the brand's reputation and expertise to introduce high-quality products that align with consumer needs and preferences.
- **Strengthen supply chain resilience:** Mitigate risks associated with supplier dependence by diversifying and establishing strong relationships with multiple suppliers. Continuously monitor and manage potential disruptions in the supply chain, such as currency fluctuations and geopolitical factors, to ensure a stable and efficient flow of raw materials and components.
- **Monitor and adapt to changing consumer preferences:** Stay attuned to evolving consumer preferences, including shifts towards natural and sustainable products. Continuously assess market trends and consumer feedback to make necessary adjustments to product formulations, packaging, and marketing strategies. Emphasize Colgate's commitment to meeting consumer expectations in terms of ingredients, sustainability, and overall product experience.
- **Proactively address competitive threats:** Stay vigilant and responsive to competitive activities and new product innovations in the oral care market. Continuously analyze competitor strategies, pricing, and product offerings to identify areas of differentiation and opportunities for improvement. Maintain a focus on providing superior quality, value, and customer experience to differentiate Colgate from competitors.

By implementing these actionable insights, Colgate can further strengthen its position as a leading oral care brand, expand its market share, and drive continued growth and profitability.

Flavorful Insights: Unveiling the SWOT Analysis of Colgate's Flavored Toothpaste

With these actionable insights, Colgate can strengthen its position in the flavored toothpaste market, meet consumer expectations, and drive growth in sales and brand loyalty. (*See Exhibit 3, for SWOT Analysis of Colgate's Flavoured Toothpaste*)

Actionable Insights for Colgate's Flavored Toothpaste

- **Conduct consumer research:** Gain a deeper understanding of consumer preferences and trends related to flavored toothpaste. Conduct surveys, focus groups, and market analysis to identify the most popular flavors and emerging flavor preferences among target demographics. This research will inform future product development and marketing strategies.
- **Expand flavor offerings:** Based on consumer research findings, expand the range of flavors available for Colgate's flavored toothpaste. Introduce new and innovative flavors that align with consumer preferences, taking into consideration different age groups, cultural backgrounds, and regional preferences. Regularly evaluate and update the flavor portfolio to stay relevant in the market.
- **Promote unique flavor experiences:** Highlight the unique flavor experiences offered by Colgate's flavored toothpaste in marketing and advertising campaigns. Showcase the distinct taste profiles and emphasize the enjoyment and freshness that consumers can experience with each flavor. Leverage creative storytelling and engaging visuals to captivate consumers and differentiate Colgate's flavored toothpaste from competitors.
- **Collaborate with influencers and experts:** Partner with influencers, dental professionals, and taste experts to endorse and promote Colgate's flavored toothpaste. Engage influencers who align with the target market and have a strong influence on consumer purchasing decisions. Utilize their reach and credibility to create engaging content that showcases the benefits and flavor appeal of Colgate's products.
- **Develop limited-edition and seasonal flavors:** Create a sense of exclusivity and excitement by introducing limited-edition or seasonal flavors of Colgate's flavored toothpaste. This strategy can generate buzz and anticipation among consumers, driving increased sales and brand engagement. Promote these special flavors through targeted marketing campaigns and social media promotions.
- **Enhance product packaging and design:** Invest in visually appealing and consumer-friendly packaging for Colgate's flavored toothpaste. Ensure that the packaging reflects the flavor profile and entices consumers to try the product. Consider incorporating vibrant colors, illustrations, or other design elements that evoke the essence of each flavor and make the product visually appealing on store shelves.
- **Leverage digital platforms and e-commerce:** Utilize digital marketing channels and e-commerce platforms to reach a wider audience and facilitate convenient purchasing options for consumers. Leverage social media platforms, online influencers, and digital advertising to create awareness and drive engagement with Colgate's flavored toothpaste. Optimize the e-commerce experience by providing detailed product descriptions, customer reviews, and easy online ordering processes.

By implementing these actionable insights, Colgate can strengthen its product line and position in the flavored toothpaste market, meet consumer expectations, and drive growth in sales and brand loyalty.

STRATEGIC ANALYSIS

Unlocking Market Insights: Enginius Empowers Segmentation Analysis for Survey Data

The segmentation analysis was conducted on the survey data using the powerful Enginius software (*See Exhibit 5, for Segmentation Dendrogram*), providing us with valuable insights into the market. Through this analysis, we discovered distinct segments that can guide Colgate in targeting its flavored toothpaste offerings. The findings shed light on the preferences and characteristics of each segment, enabling Colgate to tailor their

products and marketing strategies accordingly. This segmentation analysis serves as a strategic compass, empowering Colgate to make informed decisions and maximize its market share in the exciting realm of flavored toothpaste.

Segment 1

This segment is the largest, accounting for 61% of the population. It is made up of mostly male working professionals between the ages of 31 and 45. These consumers are already using flavored oral care products, and they are willing to pay more for flavored toothpaste. They are also motivated to brush more frequently if they use a flavored toothpaste.

Segment 2

This segment is made up of mostly female students under the age of 21. These consumers are not currently using flavored oral care products, but they are open to trying them. They are not willing to pay as much for flavored toothpaste as Segment 1, but they are interested in flavors that are appealing to children.

Segment 3

This segment is made up of mostly male and female consumers over the age of 46. These consumers are not currently using flavored oral care products, and they are not interested in trying them. They are not willing to pay more for flavored toothpaste, and they are more concerned with the effectiveness of the toothpaste than with the flavor.

Segmental Persona Snapshot: Insights into Distinct Customer Profiles

“Seasoned Explorers: Fearless and 45-plus”



Meet Sarah: Sarah is a **45-year-old female** with two kids and a husband. She has been a **lifelong Colgate user** and continues to buy toothpaste from this brand for herself and her family. Since she is a busy woman, she tends to just **pick up her toothpaste from the grocery store** when doing her weekly shopping. Sarah feels that brushing with flavored toothpaste would **make her experience more enjoyable** and she is all for **trying new products**. She values the opportunity to switch up her daily routine. However, with four household members, she must be a little **cognizant of how much she pays for her everyday products**.

Geographic: The United States

Demographic: 45+ Year-Old Females

Psychographic: Loves trying new products and switching up her routine

Behavioral: Shops for herself and her family often buying toothpaste at the grocery store

“No-Nonse Brushers”



Meet Amy: Amy is a **21-Year-Old college student** who is living on campus during the school year. She **doesn't have brand loyalty** and will use either Colgate or Crest toothpaste, whatever she can get her hands on and **from whatever type of store**. Although she is a flexible buyer, Amy has **no interest in any other flavor toothpaste other than classic mint**. With all the coffee she drinks to get through school, all she wants is minty refreshing toothpaste to cover her coffee breath.

Geographic: United States

Demographic: Young college female student

Psychographic: Not willing to try new products

Behavioral: Buys toothpaste from wherever is convenient

“Flavor Seeking Parent Professionals”



Joe is **33-Year-Old male** and **working professional**. He is also a **parent** to his 3-year-old son, and after a long day at his job, the last think Joe wants to do is fight with little Timmy to get him to brush his teeth. Although **Joe typically uses Sensodyne** himself, he is looking for a way to make brushing more exciting for his son. He is **willing to purchase a new flavor** for his kid, if he **doesn't have to pick it up from the drugstore** because there aren't any near him.

Geographic: United States

Demographic: 31-45 years old, working-professional

Psychographic: Willing to try new products, cares about his children

Behavioral: Sensodyne User, Buys toothpaste from any location (except drugstores)

Sentiment Analysis

Savoring the Sentiment: Colgate's Flavorful Toothpaste and Consumer Delight

The sentiment analysis of Colgate's flavored toothpaste reveals predominantly positive sentiment among consumers, indicating their favorable perception of the product. Colgate's strong brand recognition and reputation contribute to this positive sentiment. Innovation and expansion into emerging markets present opportunities for growth. However, price sensitivity and competition pose challenges. To capitalize on the positive sentiment, Colgate should continue investing in innovation, expand its presence in emerging markets, address price sensitivity, and monitor competition and consumer preferences. Active engagement with consumers can further strengthen the brand. By leveraging these insights, Colgate can optimize its strategies and enhance its position in the flavored toothpaste market.



MARKETING STRATEGY

Strategic Marketing Approach: Customer-Driven Flavor for Colgate

To align with customer demands, our marketing team aims to develop a toothpaste flavor that resonates with their preferences. To gain valuable insights, our research team conducted an extensive survey to understand consumer preferences and desires. Leveraging this survey data, a comprehensive segmentation and targeting analysis was performed to position the Colgate brand effectively within the target market.

Survey Insights

Exhibit 10 showcases the comprehensive survey conducted, gathering 120 valuable consumer responses. These responses were meticulously analyzed to extract meaningful trends and patterns. With the assistance of Enginius

software, a robust segmentation analysis was conducted to classify and understand the distinct consumer segments that emerged.

Proposed Marketing Strategy

1. Product Development:

- a. Introduce the innovative Lemon Mojito toothpaste flavor, capitalizing on its refreshing and invigorating characteristics.
- b. Ensure the toothpaste effectively promotes dental hygiene, preventing cavities and enhancing oral health.
- c. Craft an appealing taste profile and sensory experience, providing consumers with an enjoyable and distinctive brushing routine.

2. Targeted Marketing Communication:

- a. Develop compelling advertising campaigns tailored to each segment's distinct preferences and needs.
- b. Leverage the power of social media platforms, influencers, and online channels to effectively reach the target audience.
- c. Harness captivating storytelling techniques and visually appealing content to showcase the flavor's allure and benefits.

3. Strategic Product Placement:

- a. Collaborate with retailers to secure prominent shelf positioning in both oral care and children's product sections.
- b. Utilize eye-catching displays and point-of-sale materials to captivate consumer attention toward the Lemon Mojito toothpaste.
- c. Offer in-store demonstrations and sampling opportunities, enabling customers to experience the flavor's distinctiveness first-hand.

4. Active Customer Engagement:

- a. Foster customer involvement through engaging contests, challenges, and interactive campaigns.
- b. Cultivate a vibrant community surrounding the Lemon Mojito toothpaste through social media platforms.
- c. Continuously collect and leverage customer feedback to refine both the product and marketing strategies.

Colgate can successfully introduce Lemon Mojito flavored toothpaste to the market, effectively targeting specific segments and meeting consumer demands for a unique and delightful oral care experience.

MARKETING OBJECTIVES

Colgate will utilize an integrated marketing approach to achieve its marketing objectives. The target market is comprised of 30.4 million individuals; therefore, our team conservatively seeks to capture an additional 5% market share with the selling of approximately 180 million units of the Lemon Mojito toothpaste flavor surpassing the 3% industry growth rate standard.⁹ The successful execution of the marketing strategy outlined in this report should yield a \$18.8 USD billion revenue in 2023 as outlined in Exhibit 7. Considering the financial assumptions, Colgate can expect net earnings of \$10.5 billion USD.

⁹ Colgate-Palmolive Company. (2023). Colgate Oral Care Center.

TARGET MARKET

Target Market Choice: Seasoned Explorers - Fearless and 45-plus

Segment Name

Seasoned Explorers - Fearless and 45-plus

Description

The Seasoned Explorers segment consists of women aged 45 years and older who are loyal users of Colgate products. They exhibit a sense of adventure and experimentation when it comes to trying new products. Their primary purchasing channel is grocery stores, where they often shop for their weekly necessities. These individuals value the trust and quality associated with the Colgate brand and are open to exploring innovative offerings.

Characteristics

- **Shopping Behavior:** Regularly shops at local grocery stores for household needs
- **Loyalty to Colgate:** Long-term Colgate user, trusts the brand's reliability
- **Interest in Trying New Products:** Open to trying new toothpaste flavors and experiences
- **Price Sensitivity:** Willing to pay slightly more than traditional toothpaste prices for an exciting product
- **Family-Oriented:** Considers the preferences and needs of her family members when making purchase decisions

The attractiveness of the Seasoned Explorers Segment

- **Existing Brand Loyalty:** The Seasoned Explorers segment already trusts and prefers Colgate products, making them more likely to try the new toothpaste offering.
- **Accessible Distribution Channels:** Grocery stores, the primary shopping destination for this segment, serve as a convenient and established distribution channel for Colgate products. No additional entry into new spaces is required.
- **Consideration for Others:** Seasoned Explorers often purchase products for their families, demonstrating a potential for additional sales beyond individual consumption.
- **Willingness to Pay:** While price-sensitive, this segment is open to paying a premium for an innovative toothpaste flavor, making them an attractive target market for the new product.

Colgate leverages their existing brand loyalty, convenient distribution channels, and willingness to try new products. This customer group presents a promising opportunity to introduce and successfully market the new toothpaste flavor.

POSITIONING

Elevating the Oral Care Experience with Colgate's Lemon Mojito Toothpaste

Colgate's Lemon Mojito Toothpaste offers middle-aged women a refreshing and enjoyable oral care experience tailored to their taste preferences and oral health needs. With its unique blend of lemon and lime flavors, our toothpaste transforms the daily oral care routine into a moment of indulgence. In addition to providing essential benefits like fluoride and cavity protection, our product adds a touch of excitement and enjoyment to the self-care routine, allowing women to maintain a healthy and beautiful smile with a flavorful twist.

Positioning Statement

"For middle-aged women seeking a refreshing and enjoyable oral care experience, Colgate's Lemon Mojito Toothpaste is the ultimate choice among all toothpaste options. Unlike generic unflavored or mint toothpaste that caters to a wider audience, our product is exclusively crafted to satisfy the distinct taste preferences and oral health needs of this particular segment."

Distinctive Dentifrice: Unveiling Colgate's Competitive Edge

Customers will prefer Colgate's Lemon Mojito Toothpaste over competitors due to several key points of difference. Unlike generic unflavored or mint toothpastes that cater to a wider audience, our product specifically targets adults and offers a sophisticated flavor profile. While there are other flavored toothpastes in the market, they are typically designed for children, leaving adults limited in their options. Colgate's flavored toothpaste fills this gap, providing a more mature and enjoyable experience.

In terms of points of parity, our toothpaste offers the same basic oral benefits as other brands, including cavity prevention, plaque removal, and breath freshening. The formula contains fluoride, a crucial ingredient for dental health, and the packaging is like other toothpaste tubes for easy use.

By positioning our toothpaste as a reliable and enjoyable option tailored to the tastes of middle-aged women, we differentiate ourselves from competitors. The brand reputation of Colgate instills confidence in customers that even with a different flavor, they are using a high-quality and effective product. Our flavored toothpaste not only meets essential dental needs but also adds an element of enjoyment to the daily routine, allowing customers to switch up their self-care experience.

Exhibit 9: Colgate's Lemon Mojito Toothpaste: Positioning POP and POD showcases a positioning map that highlights the points of difference (POD) and points of parity (POP) of Colgate's Lemon Mojito Toothpaste compared to competitors. It visually illustrates how our toothpaste stands out in terms of flavor profile, target audience, brand reputation, and the promotion of enjoyment in the oral care routine. (*See Exhibit 9 : Colgate's Lemon Mojito Toothpaste: Positioning POP and POD*)

By offering a unique value proposition that combines reliability, enjoyment, and tailored flavor, Colgate's Lemon Mojito Toothpaste becomes the preferred choice for middle-aged women seeking a refreshing and indulgent oral care experience.

Lemon Mojito: Colgate's Marketing Mix

PRODUCT

- **Product Description:** Introducing the new limited edition Colgate Lemon Mojito flavored toothpaste! Experience a refreshing twist to your oral care routine with the invigorating combination of cool lemon and zesty lime. This sugar-free toothpaste contains fluoride to effectively fight cavities and maintain dental health. (*See Exhibit 6: BCG Matrix for Colgate's Oral Hygiene Products*)
- **Product Benefits:** The Colgate Lemon Mojito flavored toothpaste provides all the expected benefits of Colgate, with an added burst of lemony freshness and a hint of tropical indulgence. It thoroughly cleans teeth, leaving them feeling refreshed and your breath lemony-fresh. With fluoride, it helps strengthen enamel and protect against cavities, ensuring a healthy smile.
- **Packaging:** The Colgate Lemon Mojito toothpaste comes in a beautifully designed tube, featuring vibrant green and refreshing lime colors. The tube is ergonomically designed for easy grip and effortless dispensing, enhancing the brushing experience.

- **Brand Name:** Colgate is a trusted and reputable brand relied upon by millions worldwide for decades. With our commitment to dental health and innovation, we proudly introduce the limited-edition Lemon Mojito flavor, offering a unique and delightful twist to our range of toothpaste flavors. You can trust in the quality and effectiveness of Colgate products, making the Lemon Mojito toothpaste a must-have for all lemon and mojito enthusiasts.

Note: Limited edition products are available for a limited time only, so be sure to grab your Colgate Lemon Mojito flavored toothpaste before it is gone!

PRICE

- **Retail price:** The retail price of Colgate flavored toothpaste is comparable to other brands of flavored toothpaste. A 12 oz (about 354.88 ml) tube is priced at \$5.
- **Rationale for price:** The price of Colgate flavored toothpaste is determined by factors such as ingredient cost, manufacturing, and marketing expenses. The pricing is set to remain competitive with other brands in the market. Colgate-flavored toothpaste prices vary based on flavor and tube size. For example, a 6.5 oz (about 192.23 ml) tube with lemon flavor costs approximately \$3.50, while a 12 oz (about 354.88 ml) tube is priced at around \$5.00.

PROMOTION

Colgate's promotional mix for the limited-edition Colgate Lemon Mojito flavored toothpaste encompasses various channels and strategies to captivate consumers and generate excitement:

- **Advertising:** Launch an extensive advertising campaign across television, print, and digital media. Vibrant and enticing ads will highlight the limited-edition Lemon Mojito toothpaste, highlighting its refreshing flavors and oral care benefits.
- **Public Relations:** Engage in strategic public relations activities, including press releases, event sponsorships, and collaborations with influencers and dental professionals. These efforts will generate buzz and establish credibility.
- **Sales Promotions:** Offer enticing sales promotions, such as coupons distributed through various channels, prominent in-store displays, and free samples. These strategies encourage consumer engagement, trial, and purchase.
- **Theme:** Maintain a consistent promotional theme of "Freshen up your smile with Colgate," emphasizing the refreshing and revitalizing nature of the Lemon Mojito flavor.
- **Influencer Marketing:** Collaborate with influencers in the beauty, lifestyle, or oral care niche to create engaging content that highlights the unique experience and benefits of using the Lemon Mojito toothpaste.
- **Social Media Campaign:** Run a dedicated social media campaign featuring captivating visuals, videos, and user-generated content. Encourage users to share their experiences using a designated hashtag (#FreshenUpWithColgate) and host contests or giveaways.
- **Limited Edition Packaging:** Design collectible packaging, including unique artwork or special edition labels, to increase the product's appeal and visibility.
- **Target market goes to grocery stores:** Distribute coupons for grocery stores and utilize end caps for product promotion.

Product Placement Strategies for In-Store Promotion

Recognizing the significant impact of in-store experiences, Colgate will strategically focus on promoting the Lemon Mojito toothpaste within physical retail environments. This includes requesting prominent placement

near checkout counters, where customers typically wait to bill their products. By positioning the toothpaste in this high-traffic area, Colgate can leverage customers' waiting time to draw attention to the product, creating an opportunity for impulse purchases and increased sales. Eye-catching displays and signage will further enhance visibility and entice customers to add the limited-edition Lemon Mojito toothpaste to their purchase.

- **End Cap Displays:** Secure prime placement on end caps or near checkout counters to attract shopper attention and create a sense of urgency to purchase. Use eye-catching signage and promotional materials to highlight the limited-edition status and unique flavor of the Lemon Mojito toothpaste.
- **Strategic Shelf Positioning:** Ensure prominent placement at eye level on store shelves within the oral care section. Consider creating a visually distinct section to make the limited-edition toothpaste stand out from regular varieties.
- **Cross-Promotion with Related Products:** Collaborate with the store to place the Lemon Mojito toothpaste near complementary products like mouthwash or dental floss, encouraging customers to purchase multiple items for a complete oral care routine.
- **Sampling Stations:** Set up dedicated sampling stations within the oral care aisle or at key locations throughout the store. Offer samples of the Lemon Mojito toothpaste to allow shoppers to experience the refreshing flavor first-hand and engage with staff highlighting product features.
- **Product Bundles and Displays:** Create attractive bundles featuring the limited-edition toothpaste alongside other Colgate oral care products. Display them on promotional stands or near relevant sections to emphasize a complete oral care package.
- **In-store Digital Signage:** Utilize in-store digital signage to display captivating videos or visuals highlighting the key benefits and refreshing flavor of the Lemon Mojito toothpaste. Place the screens strategically throughout the store to capture shoppers' attention and generate interest.
- **Checkout Counter Placement:** Request placement of the Lemon Mojito toothpaste near the checkout counters, where customers typically wait to bill their products. This strategic placement allows for high visibility as shoppers are waiting, providing an opportunity for impulse purchases. Eye-catching displays and signage can further attract their attention and prompt them to add limited-edition toothpaste to their purchase.

These product placement strategies, Colgate can maximize visibility, capture shopper attention, and create a sense of excitement around the limited-edition Lemon Mojito toothpaste within the store environment.

PLACE

- **Where to offer the product:** Colgate flavored toothpaste is available in a variety of places, including supermarkets, drugstores, and online retailers. It can also be offered to the target audience through dentists. Colgate also has a presence in schools and other institutions.
- **Level of coverage desired:** Colgate aims to provide a prominent level of coverage, making the toothpaste available to as many consumers as possible.
- **Types of intermediaries to be used:** Colgate utilizes various intermediaries, such as wholesalers, retailers, and online retailers, to distribute its flavored toothpaste effectively.

The marketing mix for Colgate flavored toothpaste is designed to appeal to a wide range of consumers and differentiate the product from competitors. The product's features, benefits, and packaging cater to those seeking a refreshing and effective toothpaste. Distribution channels, promotion efforts, and pricing strategies are all aimed at ensuring easy accessibility and affordability for consumers.

Beyond the Basics: Elevating Colgate's Marketing Mix with Additional Considerations

Target Audience

The target audience for Colgate flavored toothpaste is adults who seek refreshing and effective toothpaste. They are health-conscious individuals who appreciate active lifestyles and are open to trying new flavors. This audience is also digitally savvy and frequently engages with social media and online channels.

Unique Selling Proposition (USP)

The unique selling proposition of Colgate flavored toothpaste lies in its distinct flavor offerings. The Lemon Mojito flavor provides a refreshing and invigorating twist compared to traditional lemon toothpaste options. Additionally, being sugar-free, it appeals to health-conscious consumers looking for oral care products without compromising on taste.

Measurement

To gauge the effectiveness of the marketing campaign for Colgate flavored toothpaste, the following metrics can be monitored:

- **Sales:** Tracking the number of units sold provides insights into the product's market acceptance and demand.
- **Brand Awareness:** Measuring the level of consumer awareness regarding the product and its associated benefits helps assess the effectiveness of branding and promotional efforts.
- **Social Media Engagement:** Monitoring likes, shares, and comments on social media posts related to Colgate flavored toothpaste provides valuable insights into consumer engagement and interest.
- **Web Traffic:** Analysing the number of website visitors specifically interested in Colgate flavored toothpaste helps evaluate the effectiveness of online marketing initiatives.

By diligently tracking these metrics, you can obtain a comprehensive understanding of the marketing campaign's performance and make necessary adjustments to optimize its impact.

FINANCES

Historically, Colgate has maintained a consistent growth rate averaging 3% annually. Exhibit 7 showcases Colgate's proforma income statement which presents a comprehensive overview of the financial expectations surrounding the launch of the new Lemon Mojito flavor. For a detailed breakdown of the budget associated with this launch, please refer to the information below and to Exhibit 8, which provides an overview of the allocated resources and financial planning for this exciting endeavour. **(See Exhibit 8: Colgate's Marketing Budget Allocation)**

Marketing Budget Allocation

- **Worldwide Sales** = \$17,967 million USD
- **Marketing Campaign (Operational Expense)** = \$1,997 million USD
- **North America Sales** = \$966 million USD
- **Marketing Campaign in North America** = $(966 * 1997) / 17967 = \text{\$107.36 million USD}$
- Colgate has a marketing budget of 1/9 th of its sales for each continent.

If the marketing spend for new product launches (Lemon Mojito) is 10% of the North America Marketing Budget; Marketing Campaign Budget for Lemon Mojito Toothpaste is \$10.736 million.

Campaign: "When Life Gives You Lemons, Smile!"

1. **TV (Live, Streaming, OTT), (A):** In addition to data-driven targeting, influencer marketing and creating branded content for TV, the ads and content should be in-line with the sentiments of the target market, which is bold and fearless. Content that is relatable and is in the 'desired' category for the target segment ('latent needs').

Suggested ideas:

- Scenic Mountain backdrop with a woman hiking on trails, brushing with Colgate Lemon Mojito as the sun rises.
 - Feature members of our target market to discuss their “When life gives you lemon, make lemonade” story discussing moments in life they were able to convert pain into power.
 - This can be further broken down into a series of women connecting over lived experiences.
2. **Print, (B):** Magazines and newspapers are popular among women over 45 years old, making print advertising a cost-effective way to reach this audience. The magazines and newspapers can be used to influence the target group by endorsements with celebrities whose interests and following is in line with our target audience.

Suggested Magazines: *Woman's Day*, *Reader's Digest*, *O*, *The Oprah Magazine*

3. **Digital (Facebook, Twitter, Instagram, TikTok, YouTube), (C):** social media is a great way to reach a younger audience of women over 45 years old. The digital ads in this example budget would be targeted to women over 45 years old who have shown an interest in oral health. This would help to ensure that the ads are seen by the people who are most likely to be interested in the product.
- a. **Digital ads:** Targeted social media ads targeting our target customers and look-alikes with similar preferences, and people who are viewed as ideals or role models.
 - b. **Social media campaign:** Instagram and TikTok: Share a “Lemon into lemonade” story about your life with the hashtag with influencer and celebrity collaborations. This can be combined with online contests and giveaways. #lemonmoments

Suggested Collaboration: Identify influencers who are known for their motivational content, brand, and infectious smile.

- Unlike many oral care commercials which feature consumers with perfect teeth, we have an opportunity to incorporate a realistic perspective by featuring diverse smile types.
- c. **Augmented Reality Filters** Design a branded AR filter for Instagram and Snapchat. The filter could mimic the refreshing experience of using the toothpaste, or be a fun game tied to the “*When Life Gives You Lemons, Smile!*” theme.
4. **Direct Mail, (D):** Direct mail is a very targeted way to reach a specific audience. The direct mail pieces in this budget would feature coupons and other incentives to encourage women to try the toothpaste. This would help to generate trial and ultimately sales.
5. **In-store, (E):** In-store displays, coupons, and product sampling like travel-sized toothpaste tubes to promote Lemon Mojito flavoured toothpaste in grocery stores. These promotions can help to reach our target segment and potential target segments who are already shopping for toothpaste, to try something new.

Grocery Stores where Colgate has a presence: *Aldi*, *Trader Joe's*, *Whole Foods*, *Kroger*, *Costco*

Future Scope for Flavored Range

Expanding to Other Geographic Locations

To maximize the potential of Colgate's flavored toothpaste range, there is a need to expand the survey and study to various cities and countries. This expansion should focus on locations where Colgate enjoys significant market preference and share. Additionally, targeting emerging markets will offer opportunities for product differentiation and innovation. By understanding and catering to geographic needs and consumer preferences, Colgate can tailor and specialize its toothpaste flavors to resonate with diverse markets.

Differentiation through Toothpaste Capsules

To stay ahead in the competitive oral care market, Colgate can explore innovation and research in toothpaste capsules. By developing biodegradable and sustainable toothpaste capsules, the company can address specific consumer preferences and tap into a growing, niche market segment. This approach not only offers convenience and portability but also aligns with the increasing consumer demand for environmentally friendly oral care solutions.

Continuous Research and Development

Colgate should prioritize ongoing research and development to stay ahead of market trends and consumer preferences. This includes conducting regular surveys, consumer studies, and taste tests to gather insights on evolving flavor preferences and oral care needs. By investing in R&D efforts, Colgate can consistently introduce innovative flavors and product variations, ensuring that their flavored toothpaste range remains fresh, exciting, and appealing to customers.

Collaboration with Dental Professionals

To strengthen the credibility and trust in their flavored toothpaste range, Colgate can collaborate with dental professionals. Partnering with dentists and dental associations can help emphasize the oral health benefits of the product and provide expert endorsements. By incorporating dental professional recommendations and insights into their marketing strategies, Colgate can further establish their flavored toothpaste as a trusted and effective choice for consumers.

By strategically focusing on these areas, Colgate can expand its reach, strengthen its market position, and drive customer loyalty. The company's commitment to geographic customization and sustainable innovation will enable it to stay at the forefront of the flavored toothpaste industry while meeting the evolving needs of consumers worldwide.

Limitations of Research Study

The study comprises 120 respondents and hence has a limited sample size. This can be expanded to include a larger demographic from different regions that can better capture a wider range of consumer preferences and customer segments to avoid geographic bias.

- **Sample Size Limitation:** The research study conducted for Colgate's flavored toothpaste range is limited by a relatively small sample size, consisting of only 120 respondents.
- **Restricted Generalizability of Findings:** The small sample size may restrict the generalizability of the

EXHIBITS

Exhibit 1: PESTLE Analysis

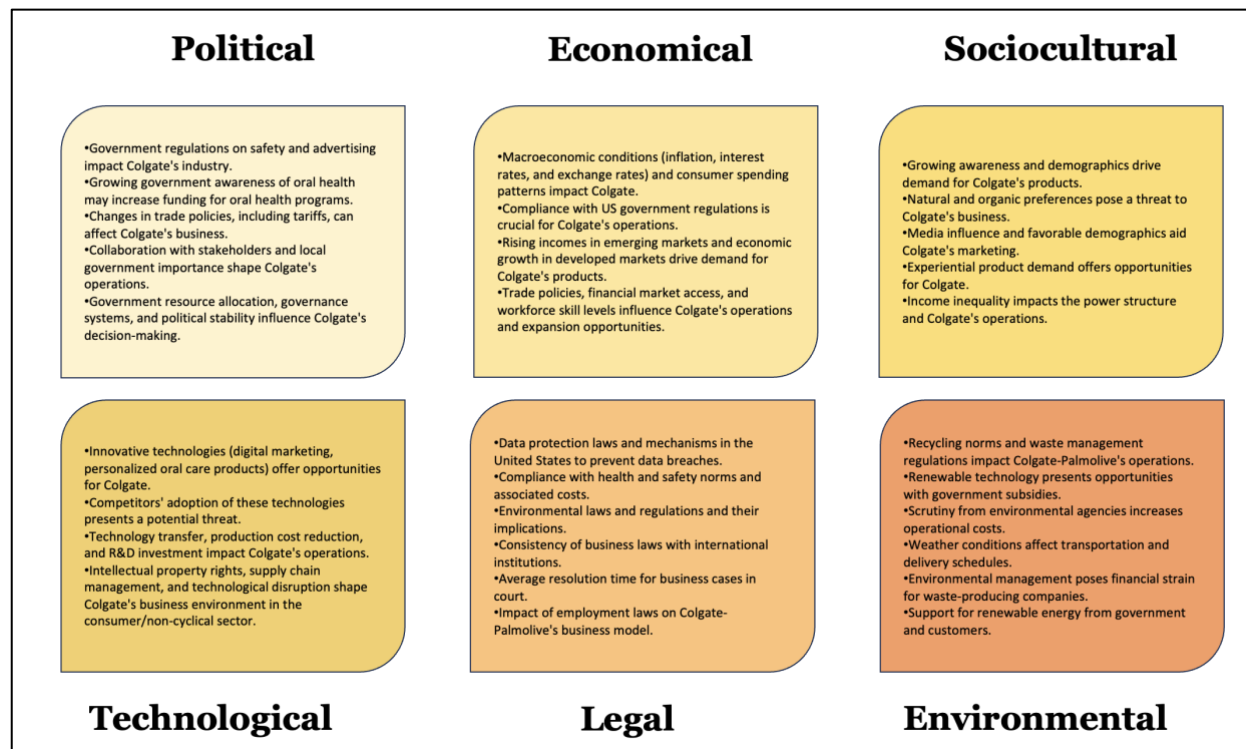


Exhibit 2: SWOT for Colgate

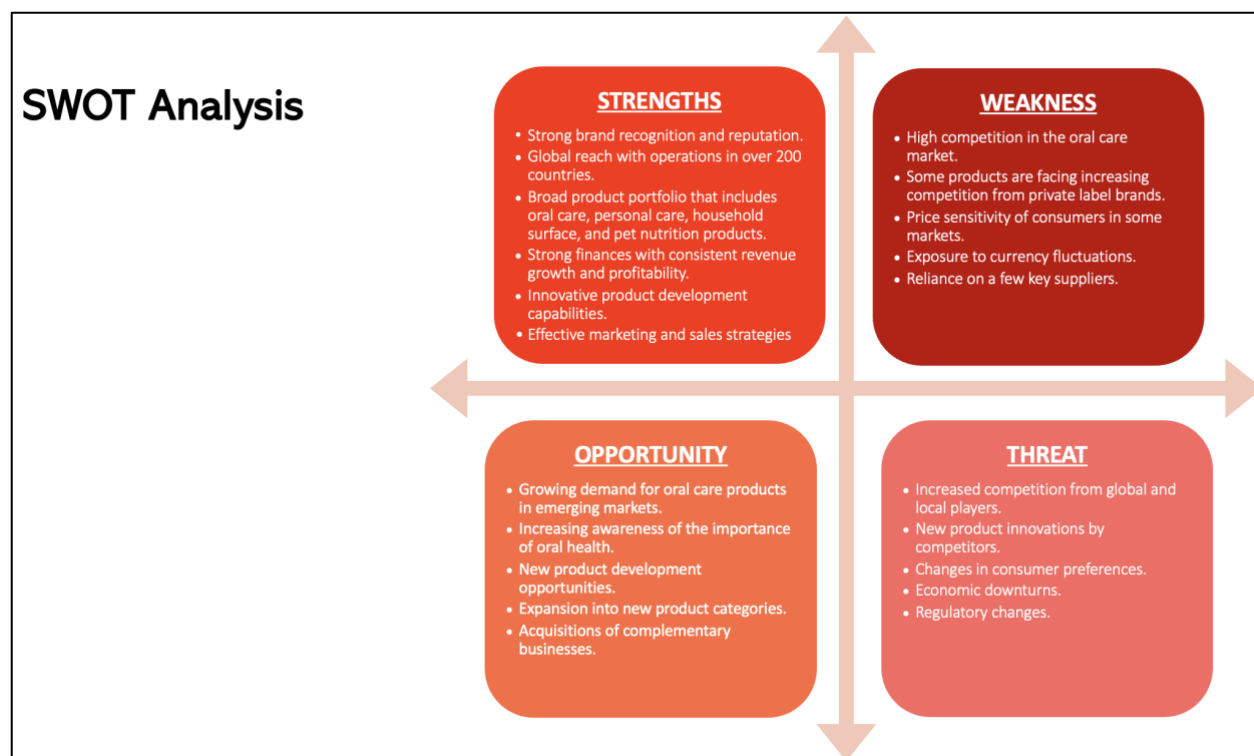


Exhibit 3: SWOT for Colgate's Flavored Toothpaste

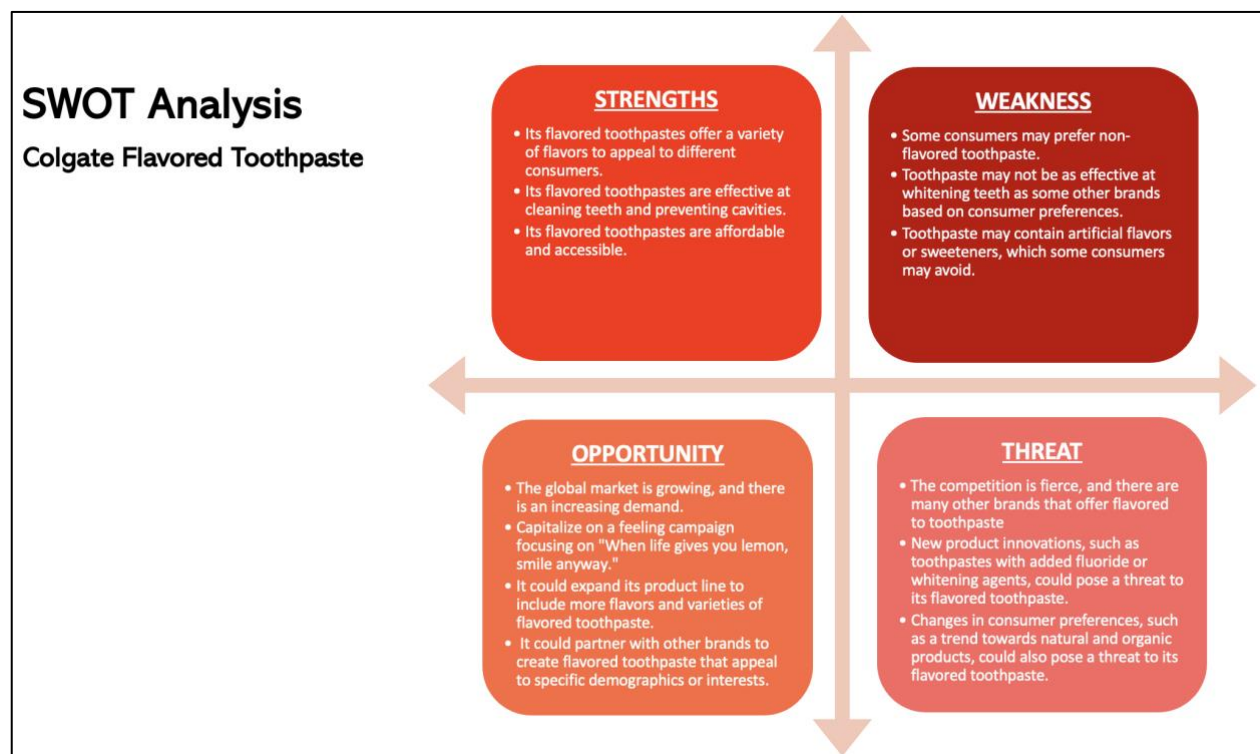


Exhibit 4: Porter's Five Forces

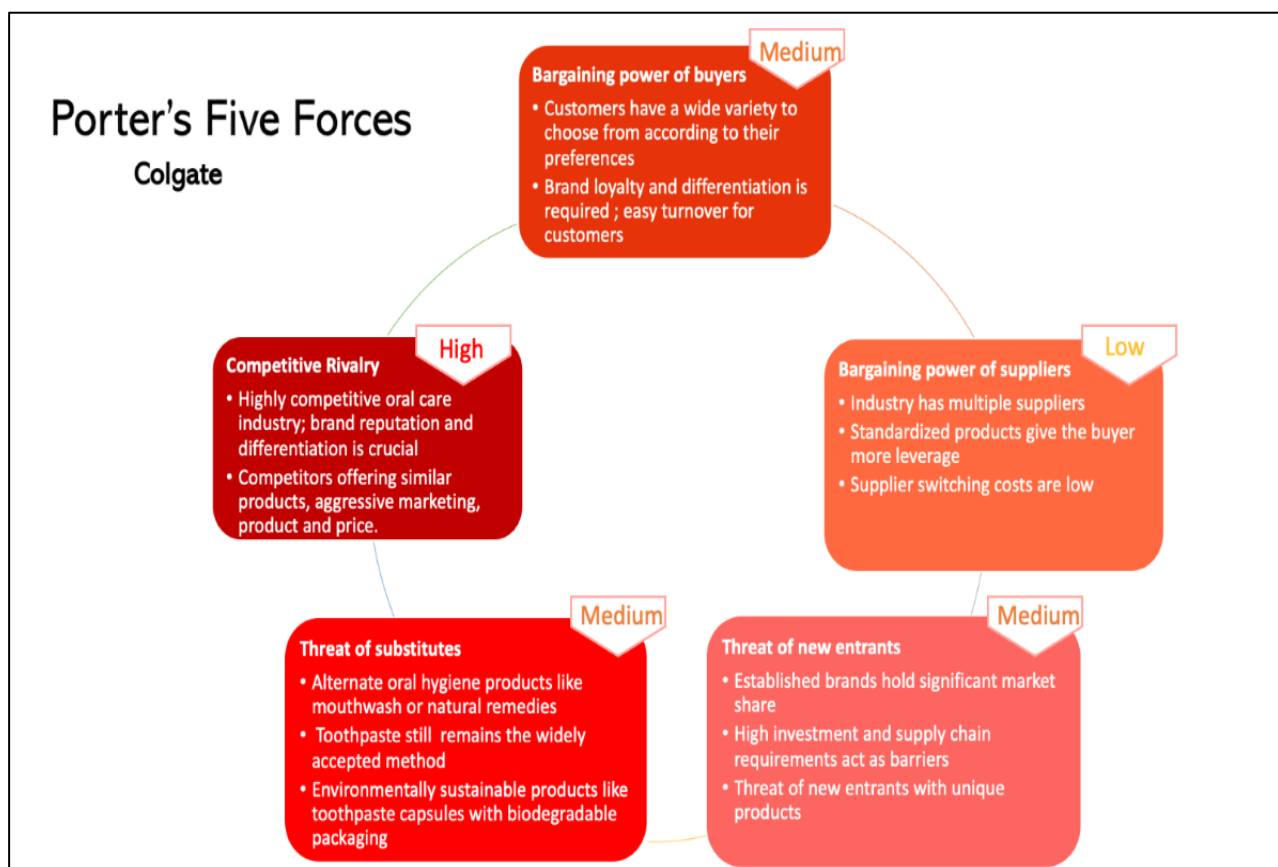


Exhibit 5: Segmentation Dendrogram

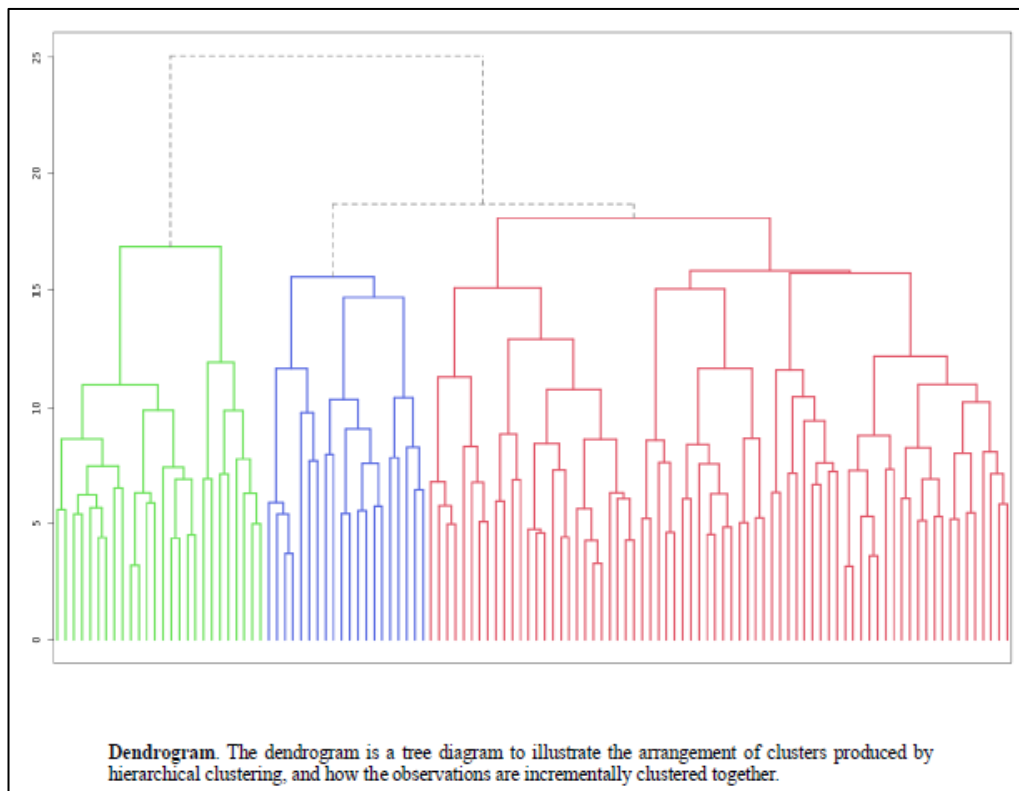


Exhibit 6: BCG Matrix for Colgate's Oral Hygiene Products

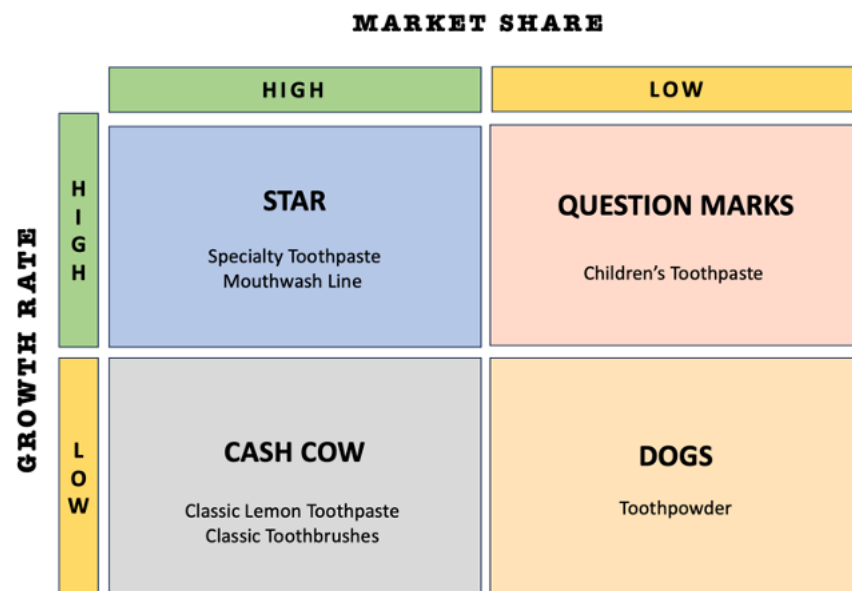


Exhibit 7: Colgate's Proforma Income Statement with Projections

Colgate-Palmolive Proforma Income Statement (Future) Millions, Five-year Horizon		
	2022	Projected 2023
Revenue		
Gross revenue	17,967	18,865
Sales Growth factor	3.13%	5.00%
Total revenue	\$ 17,967	\$ 18,865
Operating Expenses		
Cost of goods sold (COGS) including D&A	(7,817)	(7,934)
SG&A Expense	(6,565)	(6,663)
Marketing Campaign (Included in SG&A Expense)	1,997	2,100
Total operating expenses (SG&A) COGS	\$ (14,382)	\$ (14,598)
EBIT	\$ 3,585	\$ 4,268
	\$ 3,585.00	\$ 4,267.62
Taxable earnings	\$ 7,170	\$ 8,535
Taxes	\$ 1,685	\$ 2,006
Net Earnings	\$ 8,855	\$ 10,541
ASSUMPTIONS		
Sales Growth factor		3% on average
Taxes		24%
Inflation projection:		3.0%
Wage inflation:		1.5%

Exhibit 8: Colgate's Marketing Budget Allocation

Channel	Proportion	Budget
TV (A)	30%	3.2208 million
Print (B)	10%	1.0736 million
Digital (C)	30%	3.2208 million
Direct Mail (D)	10%	1.0736 million
In-store (E)	20%	2.1472 million

Exhibit 9: Colgate's Lemon Mojito Toothpaste: Positioning POP and POD

Points of Parity	Points of Difference
<ul style="list-style-type: none">• Basic Oral Benefits: Like other toothpastes, the flavored toothpaste will provide essential oral benefits. This includes cavity prevention, plaque removal, and breath freshening.• The basic formula of the toothpaste will be like other brands, including fluoride as an essential ingredient.• The packaging will be remarkably like other brands, presented in a typical toothpaste tube, allowing for easy use	<ul style="list-style-type: none">• The product will provide a more sophisticated flavored experience that is not typical of a lemon toothpaste.• The flavor profile is aimed at adults whereas most flavored toothpastes are for children.• The brand reputation of Colgate gives the user confidence that even with a different flavoring, they will be using a product that is of high quality and effective at meeting their dental needs.• The product will promote enjoyment, allowing adults to switch up an aspect of their daily routine.

Exhibit 10: Questionnaire / Survey

1. What is your gender
 - Female
 - Male
 - Others
2. What best describes your occupation or lifestyle?
 - Student
 - Working professional
 - Retired
 - Unemployed
3. What is your age range?
 - Under 21
 - 21-30
 - 31 – 45
 - 46 or Older
4. Which brand of toothpaste do you use?
 - Colgate
 - Crest
 - Pepsodent
 - Others :
5. Where do you buy your toothpaste from?
 - Drugstore (CVS, Walgreens)
 - Superstore (Target, Walmart)
 - Grocery Store (Stop n Shop, Whole Foods)
 - Convenience Store
 - Online
6. Are you currently using any flavored oral care products (toothpaste, mouthwash, etc.)
 - YES (mint, spearmint)
 - NO

How likely are you to try toothpaste with the following flavors? Please rate each flavor on a scale of 1 to 5, with 1 being "Not likely at all" and 5 being "Very likely."

- [illegible]

	1	2	3	4	5	6
Lemon Mojito	○	○	○	○	○	○
Orange Burst	○	○	○	○	○	○
Berry Blast	○	○	○	○	○	○
Coffee	○	○	○	○	○	○
Warm Spice (Cinnamon, Clove, Ginger)	○	○	○	○	○	○
Matcha	○	○	○	○	○	○

14. If Colgate introduced a new toothpaste with the flavors mentioned, would you be willing to try it?
 - ☐ YES
 - ☐ NO
15. How much are you willing to pay for Colgate's flavored 6 Oz toothpaste?
 - ☐ \$4.49
 - ☐ \$5.49
 - ☐ \$5.99
 - ☐ \$6.99
 - ☐ \$7 or above
16. I would try a flavored toothpaste because...
 - ☐ I am bored with my toothpaste, and want to try new flavors
 - ☐ I enjoy trying new products and experiences.
 - ☐ I am looking for a flavor that will appeal to my kids.
 - ☐ I am hoping that a new flavor will motivate me to brush more frequently.
 - ☐ I am not willing to try a new flavor
17. Do you think flavored toothpaste would make brushing your teeth more enjoyable?
 - ☐ YES
 - ☐ NO
18. Which factors are important to you when choosing a toothpaste? (Select all that apply)
 - ☐ Flavor
 - ☐ Effectiveness in cleaning and preventing cavities
 - ☐ Whitening properties
 - ☐ Brand reputation
 - ☐ Price
 - ☐ Dentist recommended

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