

Colgate®

FLAVORED TOOTHPASTE

TEAM PUMA



MISSION
STATEMENT

Sparking optimism in everyone, every day

Product and Service Offerings

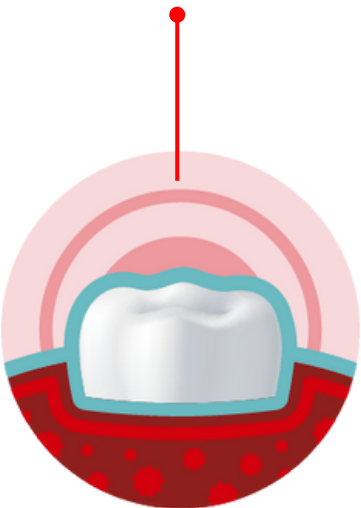
Empowering Oral Health

Colgate's 145-year-long Legacy

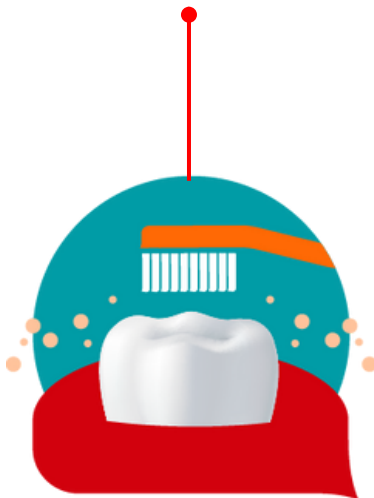
Sustainable Practices

Accessible Oral Healthcare

Gingivitis



Plaque Prevention



Fresh Breath



Cavity Prevention



BUSINESS PROBLEM

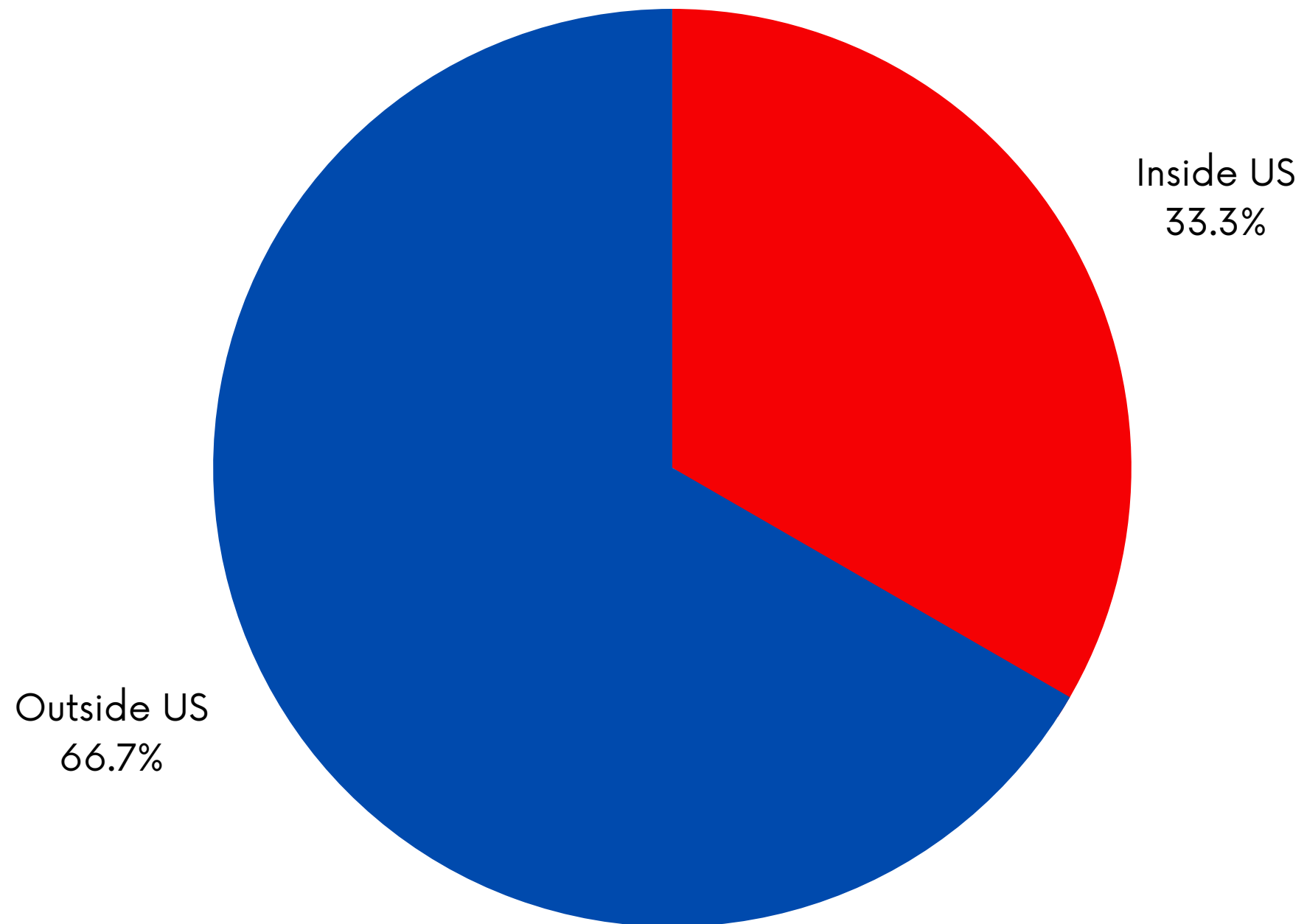
Growing demand
for diverse
toothpaste flavors

Innovative toothpaste
flavors for adults and
young consumers in
the USA

Success in market share
growth, customer
acquisition rates, brand
perception

DID YOU KNOW?

2/3 of Colgate's Revenue
is From Outside US



FLAVORED TOOTHPASTE

Experience toothpaste like never before, because we're all kids at heart!!





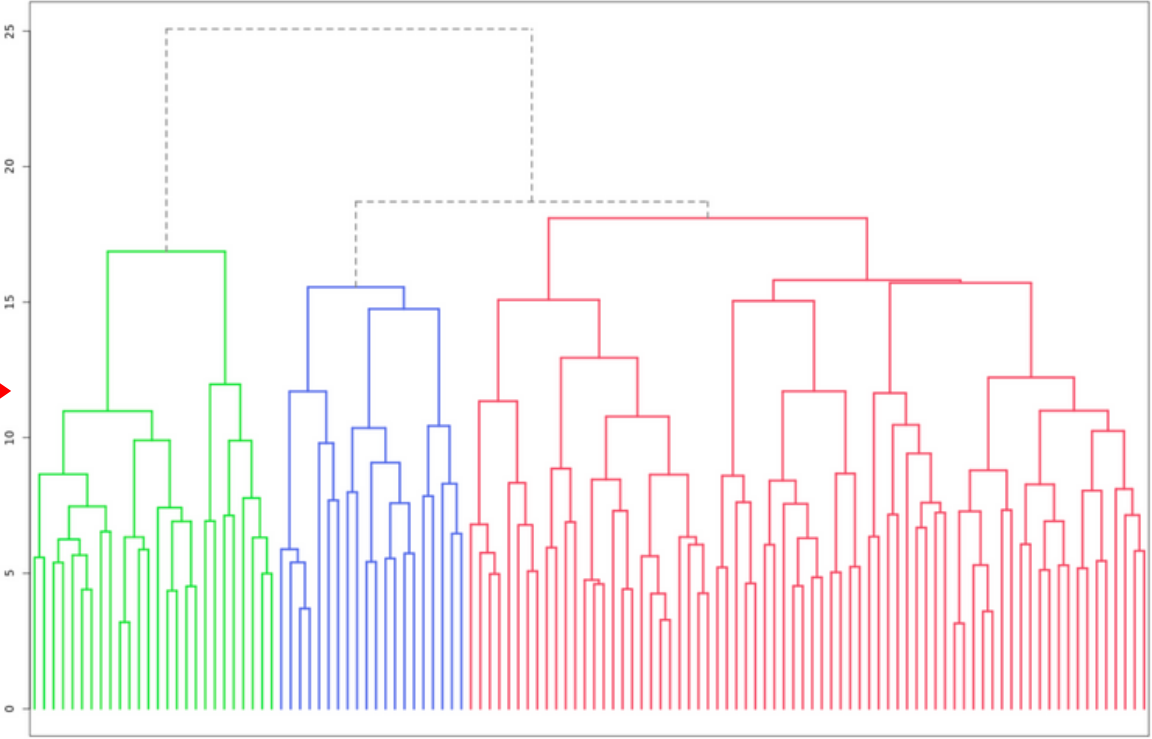
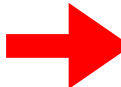
Colgate Flavors: Elevate Your Brushing Routine, One Flavor at a Time

We are thrilled to present you with an exciting opportunity to shape the future of your brushing experience. At Colgate, we have always been committed to innovation and delivering exceptional oral care products that cater to your needs.

Today, we are reaching out to you with a unique proposition - the introduction of a new line of flavored toothpaste. Your opinion matters greatly to us, and we invite you to participate in this survey to help us create a toothpaste range that truly delights your taste buds while ensuring effective oral health.



What is your gender	What best describes your lifestyle	What is your age	Which brand of toothpaste do you use most often	Where do you buy toothpaste	Are you currently using a flavored toothpaste	Lemon Mojito
Male	Student	21-30	Colgate	Superstore (Target)	YES (mint, spearmint)	5
Female	Student	21-30	Colgate	Superstore (Target)	YES (mint, spearmint)	5
Female	Student	21-30	Colgate	Superstore (Target)	YES (mint, spearmint)	3
Female	Student	21-30	Pepsodent	Drugstore (CVS, Walgreens)	YES (mint, spearmint)	5
Female	Student	21-30	Pronamel	Drugstore (CVS, Walgreens)	YES (mint, spearmint)	3
Male	Student	21-30	Crest	Superstore (Target)	YES (mint, spearmint)	4
Female	Student	21-30	Crest	Online	YES (mint, spearmint)	1
Female	Student	21-30	Crest	Superstore (Target)	NO	5
Male	Student	21-30	Colgate	Grocery Store (Stop & Shop)	NO	5
Female	Student	21-30	Crest	Grocery Store (Stop & Shop)	YES (mint, spearmint)	5
Female	Student	21-30	Colgate	Convenience Store (7-Eleven)	NO	3
Female	Student	21-30	Colgate	Drugstore (CVS, Walgreens)	NO	2
Female	Student	21-30	Sensodyne	Superstore (Target)	YES (mint, spearmint)	5
Female	Student	21-30	Colgate	Online	YES (mint, spearmint)	5
Female	Working professional	21-30	Crest	Online	YES (mint, spearmint)	2
Female	Working professional	21-30	Crest	Grocery Store (Stop & Shop)	YES (mint, spearmint)	1
Female	Working professional	21-30	Colgate	Grocery Store (Stop & Shop)	NO	4
Male	Working professional	21-30	Sensodyne	Grocery Store (Stop & Shop)	YES (mint, spearmint)	1
Female	Retired	46 or Older	Colgate	Superstore (Target)	YES (mint, spearmint)	5
Male	Working professional	21-30	Colgate	Grocery Store (Stop & Shop)	YES (mint, spearmint)	3

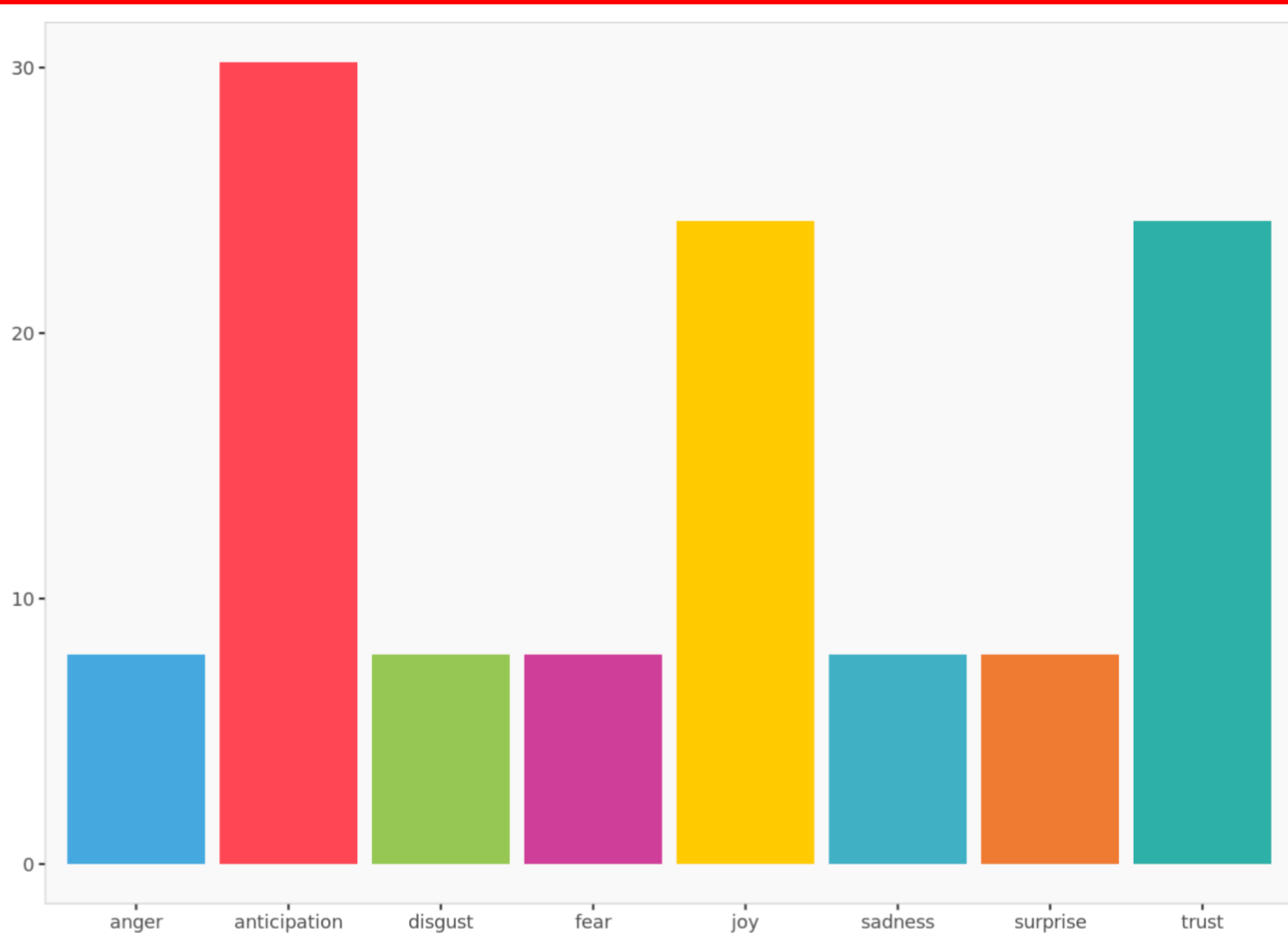


CUSTOMER RESEARCH



- STEP 1: SURVEY
- STEP 2: DATA
- STEP 3: ANALYSIS

SENTIMENT ANALYSIS

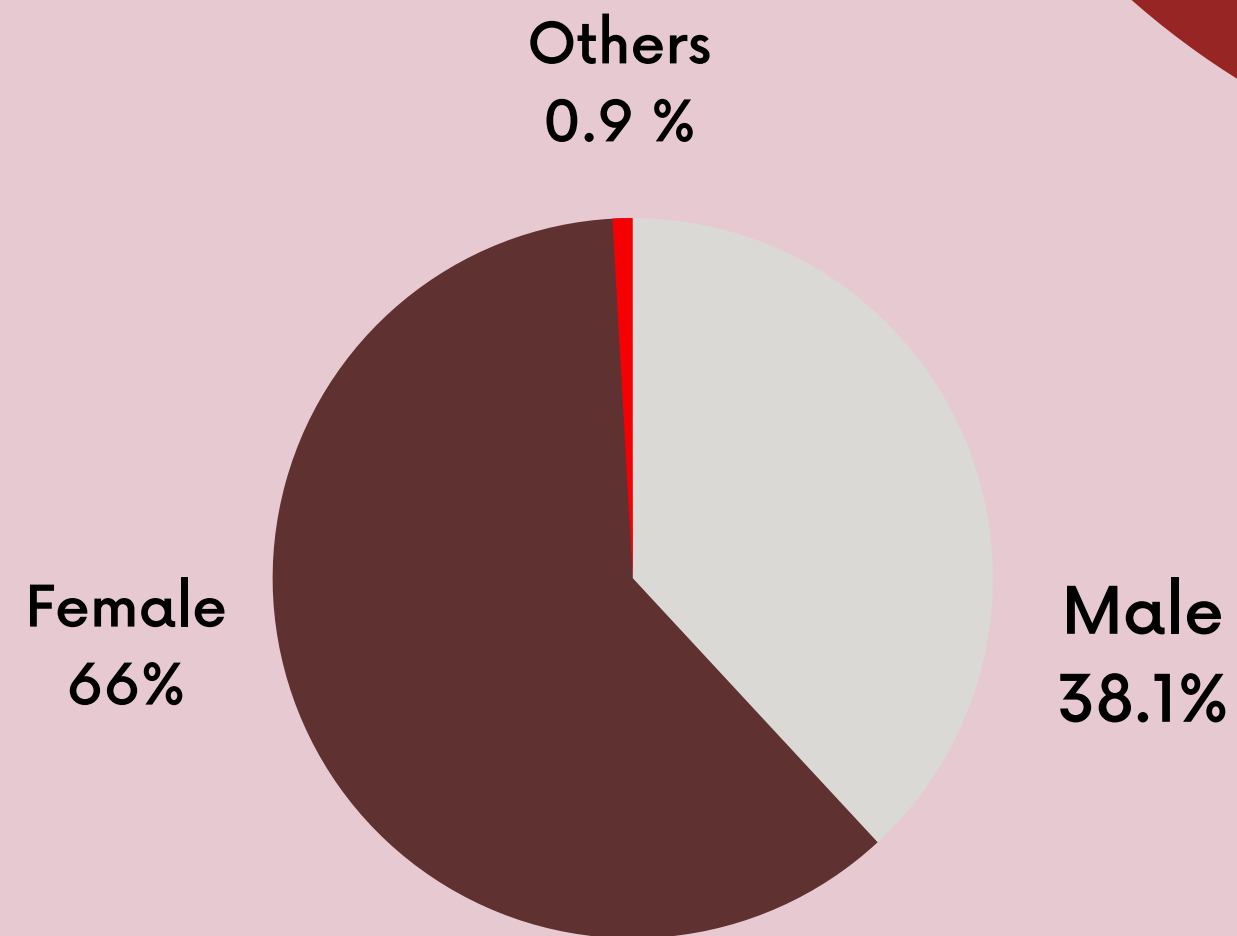


looking more hoping
products
trying and that appeal
brush not willing
flavors kids will new try
frequently motivate want flavor enjoy
experiences
toothpaste for with

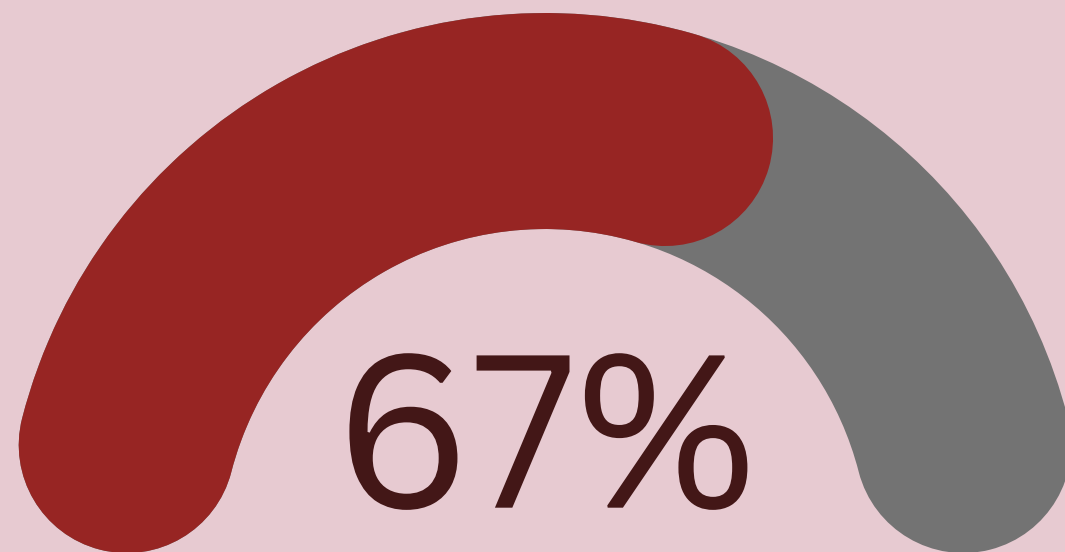
preventing
cavities
flavor and price
cleaning brand
properties dentist

WHAT DOES THE DATA SAY?

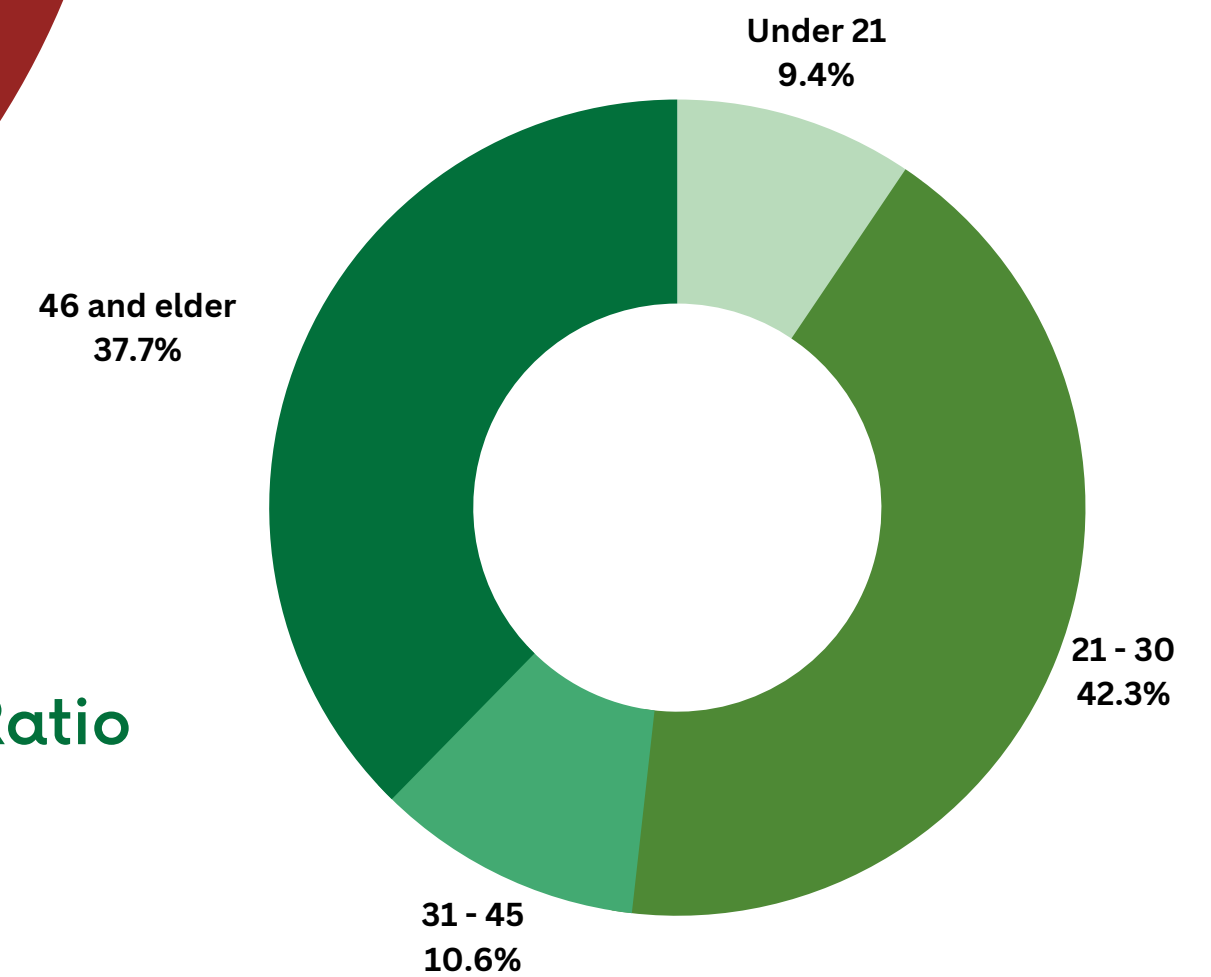
Gender Ratio



Do you think flavored toothpaste would make brushing your teeth more enjoyable?

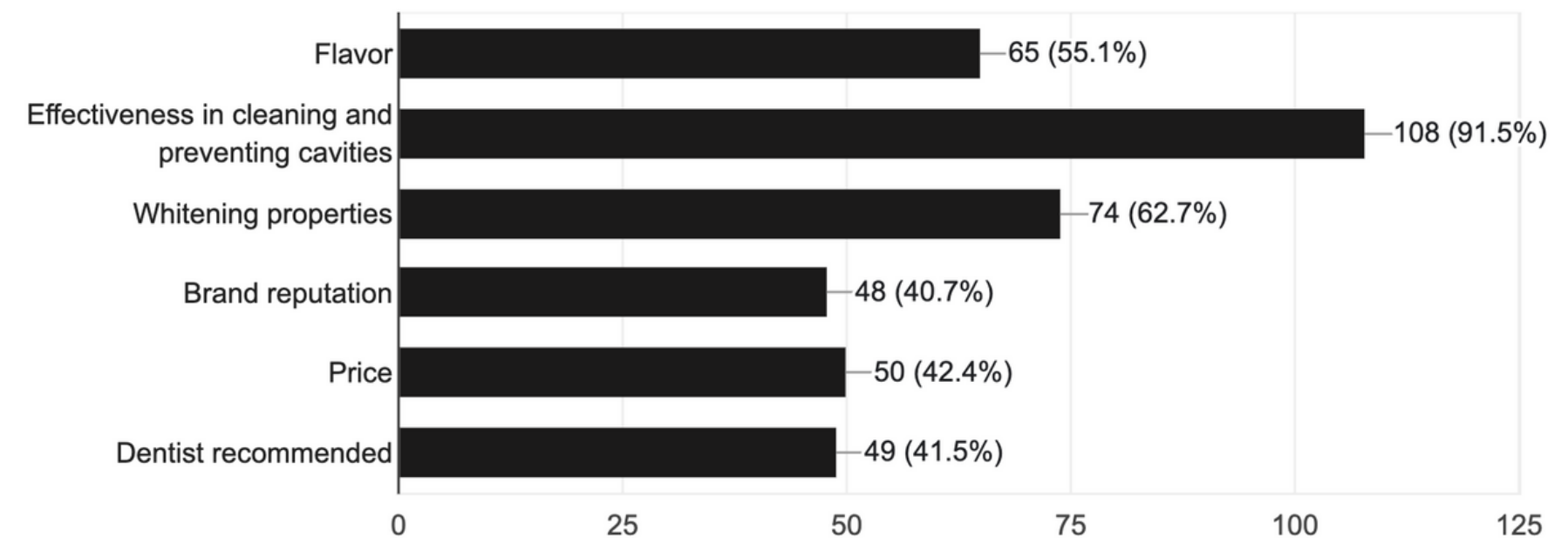


Age Ratio



Which factors are important to you when choosing a toothpaste? (Select all that apply)

118 responses



SEGMENTATION

NO NONSENSE
BRUSHERS



FLAVOR
SEEKING
PARENT
PROFESSIONALS



SEASONED
EXPLORERS:
FEARLESS +45 PLUS



TARGETING

Seasoned Explorers, Fearless + 45 Plus

Geographic: United States

Demographic: 45-65 Year Old Females

Psychographic: Love Trying new products and Switching up Routine

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



POSITIONING

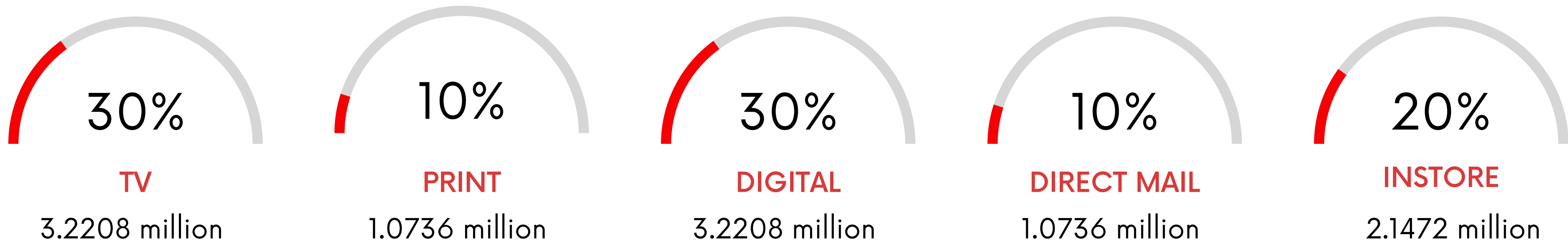
"For middle-aged women seeking a refreshing and enjoyable oral care experience, Colgate's Lemon Mojito Toothpaste is the ultimate choice among all toothpaste options. Unlike generic unflavored or mint toothpastes that cater to a wider audience, our product is exclusively crafted to satisfy the distinct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

MARKETING STRATEGY

PART A – FINANCES

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%		

Marketing Budget Allocation



MARKETING MIX



PRODUCT

- Limited edition
- Lemon mojito
- Refreshing
- Zesty lime
- Sugar-free
- Fluoride
- Cleans teeth



PROMOTION

- Limited edition
- End cap displays
- Strategic shelf positioning
- Cross-promotion
- Sampling stations
- In-store digital signage
- Checkout counter placement



PRICE

- \$5 for 12 oz tube
- Competitive
- Ingredient cost
- Manufacturing expenses
- Marketing expenses
- Cost-effective
- Value for money



PLACE

- Distribution
- Channels
- Supermarkets
- Drugstores
- Online retailers
- Dentists
- Schools
- Institutions

For a smile that's as refreshing as a
mojito, and a refreshing lemony twist to
start your day off right!!

FLAVORED
Colgate[®]

