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### **Problem Statement**

In a highly competitive FMCG market, especially in the personal care category, local shampoo brands face immense pressure from global giants like Head & Shoulders and Sunsilk. The challenge is to increase brand recall, foster emotional connections, and encourage repeat purchases. This assignment aims to explore how our local shampoo brand can apply psychological factors influencing 'Strength of Learning' to enhance advertising, merchandising, and customer engagement strategies.

### **Factors Affecting Strength of Learning - Strategies for Shampoo Brand**

#### **1. Importance of Message**

Use a bold tagline like 'Real Strength for Real People' that appeals to consumers' desire for authenticity and reliability. In merchandising, place the tagline prominently on packaging with before-after visuals of different hair types. Sponsor short YouTube testimonials featuring local influencers discussing how the shampoo helped reduce hair fall during exam or wedding stress.

#### **2. Message Repetition**

Launch a '7-Day Hair Confidence' challenge on social media where users post daily results using the product. Send reminder emails or app notifications during the challenge to reinforce brand visibility. Use recurring jingles on local radio to improve auditory recall something catchy like 'Shine that stays, strength always.'

#### **3. Imagery**

Use deep navy-blue tones and imagery of clear skies and flowing water to associate the shampoo with purity and mental freshness. In TV commercials, show a protagonist walking into a big interview with confidence after using our shampoo linking clean hair to self-assurance.

#### **4. Spacing**

Instead of bombarding the consumer, space out marketing communications. Run a series of 3-part Instagram

ads over 3 weeks, each focused on a different benefit: strength, shine, and scalp care. Merchandising in stores could rotate shelf-talkers weekly to reflect these changing themes.

## **5. Involvement**

Invite users to co-create a limited-edition fragrance. Host polls on packaging color or bottle design. Reward engagement with discount coupons or feature user-submitted photos in advertisements. This creates an emotional investment and strengthens memory retention of the brand experience.