



GALDERMA  
#AdvancingDermatology



Galderma Rising Achievers in Dermatology

**STRATEGIC BIZ MAVERICKS**

# OBJECTIVES



## INCREASE PRODUCT TRIALS

Leverage winter as peak season for dry skin and product usage



## BOOST CONVERSIONS

Develop cost-effective engagement strategies to convert trials into brand loyalty



## REINFORCE BRAND TRUST

Position Cetaphil as the go-to sensitive skin expert through science-backed claims and professional endorsements

# MARKET OVERVIEW

## Market Analysis: Cetaphil Moisturizer

- Segment: Premium moisturizers in the fast-growing skincare market.
- Target Audience: Women 18–35 with sensitive skin.
- Geographic Focus: Metro & Tier 1 cities, expansion potential in Tier 2 & Tier 3.

## Market Trends

- Sensitive Skin Solutions: Rising demand due to pollution and lifestyle changes.
- Digital Focus: Growth in e-commerce and social media-driven trials.
- Premium, Science-Backed Products: Increasing

## Future Trends

- Sustainability: Demand for eco-friendly packaging.
- Personalization: Interest in AI-driven, personalized skincare.
- Tech Integration: Potential for skincare device collaboration

## Competitive Landscape

- FMCG Giants: Unilever (Dove), P&G (Olay) – mass appeal and strong retail presence.
- Ayurvedic Brands: Himalaya, Forest Essentials – natural ingredient focus.
- D2C Competitors: Mamaearth, The Derma Co. – strong online presence.
- International Rivals: Neutrogena, La Roche-Posay – direct competition in

# MARKETING STRATEGY

## Product Trial and Conversion Campaigns & Retail Activation and In-Store Promotions

- Introduce sachets/packs of Cetaphil Moisturizing Lotion in high-footfall areas: pharmacies, online stores, clinics.
- Pharmacy Tie-ups: Exclusive in-store promotions and sampling stations during winter.

## Explore New Growth Drivers (2-3 Year Vision) & Digital & Social Media Strategy

- Ayurvedic-inspired Skincare: Launch a sub-brand combining clinical effectiveness with Ayurvedic ingredients.
- Customer Testimonials: Share real reviews and success stories to build trust.



## Seasonal Discounts & Loyalty Rewards

- Winter Promotion: Limited-time discounts or buy-one-get-one offers during the winter season.
- Holiday Sales: Special pricing during major holidays (e.g., Diwali, Christmas).

## Subscription Model

- Auto-Replenish Discount: Offer a discount for customers who subscribe to regular deliveries of Cetaphil products.