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**Marketing and Consumer
Experience**
MKT10009
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My Happy Squad team picked the Supplement Industry with the specific category of Vitamins. We cover four brands: OstroVit, Blackmores, Healthy Care, and Nutrilite.

Here is my report on Blackmores Vitamins.

BLACKMORES®

In this report, I will first brief Blackmores' background, the Vietnam health supplement market, the Marketing Mix (4P), and the brand positioning. Second, I will apply the Three-Levels Theory of Product. Third, I will conduct some environmental scanning (micro and macro). Fourth, I will generate a persona who would make Blackmores their go-to brand. Finally, we'll look at how Blackmores would trigger the persona's need recognition.

A. Background

Blackmores

Blackmores is Australia's No. 1 Vitamin and Dietary Supplements Brand—with products for humans and pets (Blackmores, n.d.).

Founded by a visionary naturopath, Maurice Blackmore, in 1932—Blackmores commits to a more natural approach to health, preventive medicine, the environment, and recycling (Blackmores, n.d.).

Last year, in August 2023, Blackmores Group was acquired by Japan-based Kirin Holdings (Blackmores, n.d.).

Headquartered in Australia. So far, Blackmores has its footprint in 14 national markets: Singapore, Australia, China, Hong Kong, Taiwan, India, Indonesia, Kazakhstan, Korea, Malaysia, New Zealand, Pakistan, Thailand, and Vietnam (Blackmores, n.d.).

Blackmores Vietnam

Blackmores entered the Vietnam market in 2017. (P.V, 2017) The official website is www.blackmores.com.vn

Here, Blackmores selectively sells certain products. No pet products are sold; they sell four infant formulas and twelve vitamins and supplements for people of all ages and genders (Blackmores, n.d.). In which, the best-sellers are Immunity, Fish Oil, Women's Health, and Weight Management (Blackmores, n.d.).

Vietnam Health Supplement Market

Market Size and Growth

According to a report from the British Chamber of Commerce in August 2021, the total market value of the local health supplement market reached US\$562.9 billion, with a growth rate of 13%.

Trends

- **Growing personal disposable income and increased health awareness** (Nguyen, 2022)
- **Self-medication:** 40% - 60% in rural areas, and up to 76% in urban areas. (Nguyen, 2022)
- **A growing aging population:** 8 million people are over the age of 65. (Nguyen, 2022)

Challenges

Fakes and poor-quality drugs and supplements are omnipresent in this supplement market (PV, 2022). According to the latest assessment of the Food Safety Department, out of more than 4,000 establishments producing health protectives and supplements, only about 300 establishments (less than 10%) are qualified for production (PV, 2022).

Overview analysis of the Marketing Mix (“the 4Ps”)

Product

Twelve supplements of high-quality, natural vitamins—that cater to various health needs. The products have quality certifications.

Place

Exclusive distribution: Mesa Group.

- **Pharmacies:** Long Chau, An Khang, Pharmacity, and Trung Son Pharma,...
- **Retail supermarkets:** guardian, Watsons, Hasaki, Matsukiyo, Glam Beautique, and Beauty Box...
- **E-commerce platforms:** Shopee, Lazada, and Tiki.

Promotion

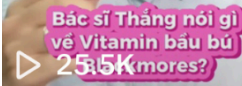
Online marketing on Blackmores’ TikTok channel (@blackmoresvietnam): collaborations with healthcare professionals, product promotions, and weekly live streaming.



Likes



 **Subscription**



Price

In the Vietnam market, Blackmores positions itself as a premium high-priced brand. In most cases, Blackmores offers the highest-priced products.

For instance, among brands available in Pharmacy store and Long Chau store, for Vitamin C supplement in pills form, Blackmores Bio C 1000mg (31 tablets) costs 337,000 VND—which is 10,871 VND per tablet. We can see that Blackmores is the most expensive vitamin C supplement.

Pharmacy			
<i>Vitamin C</i>			
Brand	how many tablets	price	1 tablet costs
DHC	60	105,000	1,750
Mega Lifesciences	30	140,000	4,667
Pharmacy	60	310,000	5,167
<u>Blackmores</u>	31	337,000	10,871
Kolmar	60	220,000	3,667
Long Chau			
<i>Vitamin C</i>			
Brand	how many tablets	price	1 tablet costs
Nature's Bounty	100	296,000	2,960
Mega Lifesciences	30	140,000	4,667
<u>Blackmores</u>	31	337,000	10,871



This pricing strategy does communicate expertise and innovation. It generates brand prestige and makes the brand stand out as being premium.

Brand positioning

For health-conscious individuals seeking premium wellness improvement, Blackmores offers high-quality, natural vitamin supplements. Blackmores has committed to naturopathic principles and scientific research since 1932.

B. Application of Three Levels Theory

Core Product	Healthy people—and a healthy planet
Actual Product	The high-quality recyclable glass bottle.

	 <p>The vitamin supplement itself (tablets).</p>  <p>The supplement nutrition facts.</p> <p>Premium packaging, professional labeling, and concise instructions.</p>
Augmented Product	<p>Customer care hotline and email.</p> <p>Vitamins:</p> <p>Tel (+84) 28 3931 1039</p> <p>Fax (+84) 28 3931 1040</p> <p>Email: info@bms.mesa.vn</p>

C. Environmental scanning

a. Micro SIP-CCC

		Risk or opportunity?
Supplier	MainPac is an Australian Enterprise Asset Management software company.	Blackmores have been using Mainpac Enterprise Asset Management software for nearly 20 years because of the excellent local support (Mainpac, n.d.).

	BioCeuticals is an Australian supplier of nutritional and therapeutic supplements, founded in 1993.	<p>Blackmores acquired BioCeuticals in 2012.</p> <p><input checked="" type="checkbox"/> opportunity</p> <p>“BioCeuticals is renowned for manufacturing and delivering high-quality integrative medicines to healthcare practitioners.” (Blackmores, n.d.)</p>
Intermediary (retailer, distributor or wholesaler)	Mesa Group is the one and only exclusive distributor of Blackmores Vitamins in this Vietnam market (Blackmores, n.d.).	<p><input checked="" type="checkbox"/> opportunity</p> <p>This exclusive distribution brings certain benefits:</p> <ul style="list-style-type: none"> • Control the brand image • Implement premium pricing strategies • Develop a deeper partnership with the retailer
	Trusted Retailers	<p>Store-based Channels</p> <p>Blackmore Vietnam makes public their trusted retailers. These are pharmacies like Long Chau, An Khang, Pharmacy, and Trung Son Pharma; and retail supermarkets like guardian, Watsons, Hasaki, Matsukiyo, Glam Beautique, and Beauty Box (Blackmores, n.d.).</p> <p><input checked="" type="checkbox"/> risk</p> <p>Though these big brands are strong and popular, their coverage is partial in the big national market of 45,000-60,000 pharmacies. In which, as of the year 2023, Long Chau has 1,500, Pharmacy 932, and An Khang 527 (Túc, 2024).</p> <p>Non-store Channels</p> <p>On online e-commerce platforms, Blackmores Vietnam official seller channels: Shopee (Blackmores Flagship Store), Lazada (Blackmores), Tiki (Blackmores Official).</p> <p><input checked="" type="checkbox"/> risk</p> <p>These channels are difficult to find. The first step is to go to the Blackmores Vietnam website, then watch the video on homepage and scan the QR code of e-commerce platforms.</p>
Competitors	Counterfeit Products/ Fakes	<p><input checked="" type="checkbox"/> risk</p> <p>Customers are at risk of buying fake products.</p> <p>Blackmores Vietnam stresses their main concern on the homepage. They display upfront a video on how to distinguish between real and</p>

		fakes. People can verify real Blackmores products through barcodes, Mesa distributor text, stamps, and packaging labels.
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b. Macro DENT-PC

	Trend	Risk or opportunity?
Cultural	Health concerns after COVID-19	<input checked="" type="checkbox"/> opportunity After 3 years of COVID-19, the need for health information and consuming supplements has risen, and consumers' understanding of supplements has also been improved (Hiền, 2022).
	Foreign brands are trusted more than domestic ones (Nguyen, 2022)	"Foreign brands tend to be positioned in the premium segment to attract mid-to-high-end consumers, while local brands generally concentrate on the mass market" (Nguyen, 2022). <input checked="" type="checkbox"/> opportunity
Natural	Sustainability	<input checked="" type="checkbox"/> opportunity Blackmores commits to being green from the start. According to Blackmores 2023 Sustainability Report (Blackmores, 2023), here are some going-green highlights: <ul style="list-style-type: none"> ● Healthy People: <ul style="list-style-type: none"> ○ Health Research and Education: Invested in 19 clinical research projects and collaborated with 30 leading research partners across nine countries. ● Healthy Planet: <ul style="list-style-type: none"> ○ Reach Net Zero Emissions by 2030 ○ Circularity: 98% of Blackmores consumer packaging is made from materials that are technically recyclable. ○ Nature: understand nature-based dependencies and support nature-positive solutions ● Healthy Communities: <ul style="list-style-type: none"> ○ Source Responsibly: Extended Human Rights training to more than 700 employees in four languages
	Glass Bottles	<input checked="" type="checkbox"/> opportunity <ul style="list-style-type: none"> ● The best oxygen barrier (Blackmores, n.d.)


		<ul style="list-style-type: none"> • The amber color of the glass bottles blocks out light (Blackmores, n.d.) • The silica sachet inside the bottle absorbs moisture which helps preserve the properties of the nutrient (Blackmores, n.d.) • 100% recyclable (Blackmores, n.d.)
Economic	Growing Middle Class	<input checked="" type="checkbox"/> opportunity The fast-growing middle-class population in Vietnam is becoming increasingly health-conscious and willing to invest in mid to high-end imported health products (BritCham, 2021).

D. The Persona

I segment the market.

Geographic	Urban
Demographics	Middle-aged All genders
Socio-economic	High-income/ wealthy
Psychographic	Health-conscious
Behavioral	See supplements as essential to daily routine

Who would make Blackmores their go-to brand?


Mrs. Phan	
Demographic	Age 42, Female

	HCMC, Vietnam
	Sales Manager
	High-income 33,000,000 VND
	Married with 2 children (ages 8 and 12)
Psychologic	Health preventive conscious Healthy lifestyle
	Health Enthusiasts
	Eco-conscious
	Seeks premium standard products Buys highest-priced products
	Enjoys reading health and wellness blogs Enjoys yoga class Enjoys cooking healthy meals
Behavioral	Look for high efficacy, superior ingredients, and scientifically proven benefits
	Regular health supplements user, always look for better options

Motivations for using Blackmores	She wants the best ingredients and formulations. She sees that Blackmores is reputable (Australia's most trusted brand), high-priced, high-end, and especially committed to natural ingredients and scientific research.
Frustrations with the products currently on offer	She is concerned about the authenticity and quality of health supplements available.
Criteria for choice amongst competing brands	<input checked="" type="checkbox"/> Available in reputable pharmacies <input checked="" type="checkbox"/> Good reputation and trustworthiness <input checked="" type="checkbox"/> Premium quality Also, She prefers natural, bioavailable forms of vitamins and minerals that are easily absorbed by the body. She assesses factors such as serving size, dosage frequency, and packaging size to determine cost-effectiveness and long-term affordability. And, Blackmores is just right.
Goals	Make sure her family benefits from high-quality health products to prevent illnesses and stay healthy.

E. How Blackmores triggers *Her* need recognition

What is the brand doing to make the persona want this product?

No.1 Australian Brand	a leader in the global wellness industry, commonly known for its commitment to excellence, innovation, and scientific integrity.
Brand Heritage and Legacy	With over 80 years of heritage and expertise in the health and wellness industry
Premium Ingredients	Blackmores offers natural, bioavailable forms of vitamins and minerals that are easily absorbed by the body. Their products adhere to strict Australian manufacturing standards with rigorous quality checks (Blackmores, n.d.)
Innovation and Research	Blackmores Institute serves as the academic and professional arm of Blackmores. Its primary purpose is to support evidence-based natural healthcare. (Blackmores, n.d.)
Premium Packaging and Glass Bottle	 <p>It looks expensive with a professional and premium design.</p>
High-priced/ Highest-priced product	It communicates a superior quality.

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