



İSTANBUL BİLGİ ÜNİVERSİTESİ

**SOCIAL SCIENCES INSTITUTE
MBA PROGRAMME**

**“Pantene myShampoo”
Marketing Management Project**

Mehmet Nuri ÇANKAYA

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Selection Of The Product

In this project I have selected a new type of shampoo which I developed in the mind. I have named the product as “**Pantene myShampoo**”. As you will see in the following sections the product is a shampoo which is produced for every customer uniquely with myShampoo Builder. This smart device can be found in shopping markets and hotels. After a research done by myShampoo Builder with a hair piece; the smart device finds what your hair really needs and produces it just in time. You can reproduce your myShampoo with a unique number given to you at any where in world.

Market Segments and Target Markets

Market Segmentation

My product is a shampoo but it is a unique product for every person. We have a smart device that is a machine which analysis the hair and finds out which ingredients to add for your hair improvent and protection and produces a mixture for your hair only. Micromarketing is the practice of tailoring products and marketing programs to suit the tastes of specific individuals and locations. So I have decided to use **Individual Marketing**. This process tailors products and marketing programs to the needs and preferences of individual customers. As every myShampoo is produced uniquely for every customer we have to focus on this strength.

Behavioral Segmentation involves dividing a market into groups based on consumer knowledge, attitude, use, or response to a product. As our product is about human health there is a great **benefit segmentation** advantage. For example think of two hundred years ago, there is no shampoo for hair washing. People use soaps only. We have seen that shampoo came into the market, and

also segmented by the hair type of people in general like thick, thin; by the usage of shampoo like daily, weekly treatment; by the type of facility like clean, purity clarifying. But there is no shampoo for only done for your request and needs.

Loyalty Status of this segmentation usage will be higher because people will love the product that are produces for their needs only. When they need a shampoo they can re-produce it at any shopping market or hotel they want.

User Status is very important also because most of the people use shampoo but they frequently change their brand, but with a shampoo dedicated for them causes a great advantage to use our shampoo. Gender is not important in this case, because everyone can use a shampoo.

Business Market Segmentation

We have focused on that people use shampoo every where they go, a vacation, business meeting etc. Many people also goes to other cities and also other countries different from they live. So our market is the international market. We have to use **intermarket segmentation**. In this approach, companies form segments of consumers who are alike even though they are located in different countries. This type of segmentation groups consumers according to relevant needs and buying behavior, regardless of their countries and cultures as we want to do.

Product Life Cycle

Product is in level of design phase. As it is a new product for the market quality level, features, design, installation, return policy is in the construction phase also.

Individual Product Decisions

Product Attributes

myShampoo has been a first comer for that business area, and it has great attributes. It give benefit to customers that they can use the shampoo for their own needs, they can shape the product as they want. The product quality is also important for us, because people can easily find out that it is worked or not for them. Quality is a key attribute for Pantene in previous years in the old products, and will be a key attribute in the myShampoo also.

Product design is also important for us, you can produce with your own shampoo ingredients in a unique produced bottle also. You have a Pantene with same bottle but it has label on it, that it was produced for you only.

Branding

Brand is very important in this market because it is about human health. Nobody uses a shampoo that is not produced by a certified producer. Pantene has made its branding strategy in the market so it will be easy to get a new market share with this personalized product. Pantene myShampoo brand gives the sound of just in time production for only you, so this will attract the consumers also, it is a branding strategy for us. Our loyal customers will use the new product and also we will gain new customers from other competitors with this new brand.

Packaging

Our great feature is packaging. The process goes like this; you go to a shopping market you come accross with the Pantene myShampoo smart device. You can easily follow the instruction on the lcd panel of the device. It is like an ATM in the size. You give a sample from your hair, the machine analysis that, searches the catalogue for the best solution for you. For this purpose machine connects to the internet and takes information from some web services to find the right solution. Then it displays the status of your hair visually. It gives you a special designed shampoo formula, but asks if you want to customize its content. If you press yes,

you can select the features like time, percentage of ingredients in detail. And packaging occurs at that time, the machine mixes the exact percentages and produces a myShampoo for you. I also puts a label on the box, that has a unique number, so with that number you can order the same shampoo at any time at any place. The machine as being a smart device sends all the information to the central server. So you can also re-produce it any where in the world. You don't have to carry your shampoo any more.

Pricing Strategy

As we reconsider our marketing objectives; first of all we have to create a market share as a leader in that market. We can do this with segmentation but pricing is very important for us because when we think of the weaknesses of the product marketing, it may be the first usage hardness. We can promote people to use for the first time and create their myShampoo easily. So we use **promotional pricing** at the beginning. It will be %50 of the original price. Customers will create a prototype of what they need and we will have their data after this time with this pricing strategy.

As we have been decided to produce worldwide same machines, the product price must also be international. So we have to use **international pricing**; due to the economic conditions, country based competitive situations, laws and regulations and the development of the retailing and wholesaling system as well as costs.

But after the first promotional pricing, the product will be charged at its own price. We will set the price level of this with the same products in the shampoo market today. Our costs are the same so a **good-value strategy** is usefull for us.

Distribution Channel

Our product Pantene myShampoo is a unique product that can only be produced by an ATM like smart device. So we need to reach people at the time they need shampoo. The shampoo is sold at retail so our distribution channel is **store retailing**. The customers buy shampoo at shopping mostly so our first target is supermarkets. There are many types of shampoos also there but locating at the right place will give a strategic advantage for our sales. People buy classic shampoo will see the myShampoo and with the promotional price 50% they will try.

And also this product can be sold in **specialty stores** like hairdressers also. Because when people go to hairdresser they talk about their hairs with the barber for what to do. Many barbers suggest a solution to the customer, and when there will be a smart device available at hairdresser, they can easily prepare and produce for their customer right there.

And finally the hotels may be a distribution channel also by usage of a credit card for online authentication. We will put the smart device to a hotel and customers can get their own shampoo by only giving the unique number previously given to them, or re-produce with the same procedures again. As people go one place to another and stay in hotels, they can use the same Pantene myShampoo that is produced for them only.

Advertising

In modern marketing to make a good product and pricing it is not sufficient, the main point is to make it available to target customers. After having determined the target market, companies must also communicate in controlled direction with their customers. So we have also an advertising strategy for the product.

Advertising Objectives

As this is a new product in the market we decide to use **informative advertising** to build primary demand. We have to inform customers about what the Pantene myShampoo is, how can they reach the product, what will be the benefits of using Pantene myShampoo. So all of these must be in the informative way to take the attraction.

The Advertising Budget

We have been decided our budget higher than a normal new product as 2,2 million Euro. The first factor that effect the budget is the **product stage in the life cycle**. As it is a new product we have to spend more for it to give information. Another factor that is important for us is our market share, as being a high-market sharing brand we need more advertising. In the first month we will have a higher advertising frequency, so we need more money also for this reason.

Above the line	:	1.600.000 Euro
(TV Ads and Advertorials, Radio, Magazine, Outdoor, Internet Ads)		
Below the line	:	600.000 Euro
(Printed Materials, Direct Mailing, Events, Exhibitions)		
Total spending		2.200.000 Euro

Advertising Strategy

We have a **message strategy** first of all. This new product must be understand by the customers easily and the usage must be easy too. So message is very important here, as we decide "We know what your hair need, do you want to know too?" Our message is clean, and can attract the customer. And after the message we will briefly give information about the product differentiation. The

message must be believable. The advertisements must be a **slice of life**, we have to show what is produced for changing their shampoo behaviors and show how to use.

Selecting Media

As we have to reach lot people but right people we have to use different medias. We have decided to use TV Ads, Advertorials, Radio, Magazine, Outdoor, Internet Ads also.

Sales Promotion

As we mention earlier we have a promotion for initial usage. We give 50% discount when a customer uses it first. We take the demographic information about our customer in this way. Entice consumers to try a new product. As sales promotion consist of short and medium term incentives to encourage purchase of a product or service and sales promotions are designed to attract new triers, reward brand loyal customers, reduce time between purchases, and even turn light and medium users into heavy users we have given a 50% of discount at first buy.

Public Relations

Public relations is very important for us because the product is very new, and we have decided to construct a web site for detailed information and feedback. People visit our web site can send suggestions or problems or themselves. And there will also be special events to reach public, in that events there will be speeches about the product and facilities are being told.