Marketing Management Presentation on Procter & Gamble
Procter & Gamble Co.

Type: Public (NYSE: PG)
Founded: 1837
Headquarters: One Procter & Gamble Plaza, Cincinnati, Ohio, USA 45202
Key people: A. G. Lafley, Chairman and CEO
Industry: Consumer goods
Revenue: ▲ US$83.503 billion (2008)
Employees: 138,000
Procter & Gamble Co. is a Fortune 500, American global corporation based in Cincinnati, Ohio.

- That manufactures a wide range of consumer goods.

- As of 2008, P&G is the 23rd largest US company by revenue and 14th largest by profit.

- It is 10th in Fortune's Most Admired Companies list (as of 2007).

- P&G is credited with many business innovations including brand management, the soap opera, and "Connect & Develop" innovation.

- According to the Nielsen Company, in 2007 P&G spent more on U.S. advertising than any other company.
<table>
<thead>
<tr>
<th>Category</th>
<th>Products</th>
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<tbody>
<tr>
<td>Household</td>
<td>Laundry Care, Paper Products</td>
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<td>Tum-Tum</td>
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<td>Bounce</td>
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<td>Healthcare</td>
<td>Oral Care, Drugs</td>
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<td>Vicks</td>
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<td></td>
<td>Personal Care</td>
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<td>Metamucil</td>
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<td>Prilosec-OIC</td>
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<td>Baby &amp; Child Care</td>
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<td>PetcoCare</td>
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<td>Procter &amp; Gamble</td>
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<td>Realitate Health &amp; Beauty</td>
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</table>
Procter & Gamble

Market Cap & Intrinsic Value:
Family of Products:

**Personal & Beauty**
- Cosmetics, Oral Care, Hair Care

**House & Home**
- Laundry care, Dish Soap, Snacks & Coffee

**Health & Wellness**
- Prescription drugs, Health Care

**Baby & Family**
- Pet Care & Nutrition
**Procter & Gamble**

**SWOT Analysis - Strengths:**

- Leading Market Position
- Diversified and innovative product Portfolio
- Strong Finances in past years

**SWOT analysis - Weaknesses:**

- Quality control Problem
- Decreased Revenues in their Northeast Asian Market
SWOT analysis - Opportunities:

- Developing Markets
- Demographic trends across the world

SWOT analysis - Threats:

- Competitors
- Rising cost of energy prices
- Economic slowdown in the US and Eurozone
- New Regulations
Main Competitors:
- Johnson & Johnson Co.
- Kimberly-Clark Co.
- Unilever Co.

Target Markets:
- Homeowners
- Stay-at-home parents
- Women
- B2B
### Procter & Gamble Development

<table>
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<tr>
<th>Year</th>
<th>Event</th>
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<td>1887</td>
<td>P&amp;G institutes a pioneering profit sharing program that gives employees an ownership stake in the Company. This significant innovation helps employees connect their vital roles with the Company’s success.</td>
</tr>
<tr>
<td>1941</td>
<td>P&amp;G becomes one of the first companies to formally respond to consumer correspondence by establishing the Consumer Relations department. The addition of toll-free phone numbers in 1973 and e-mail in the 1980s further enhance consumers’ ability to contact us and keep the consumer at the heart of all we do.</td>
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### Pantene Life Cycle

<table>
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<tr>
<th>Stage</th>
<th>Description</th>
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<tbody>
<tr>
<td>Introduction</td>
<td>In 1947, the original Pantene Hair Tonic was launched to improve hair health. After the introduction and launching of the Pantene, it was in introduction stage till 1983, though considerably very well known among local, but for the global reach out of the pantene, Richardson-Vicks came in to picture in the year 1983.</td>
</tr>
<tr>
<td>Growth</td>
<td>As Richardson-Vicks acquired product, growth stage of the Pantene started and then till 1985, growth continues even though it was acquired by Procter &amp; Gamble, but during these time growth was slow and recognized by very few. But after several years in R&amp;D, Company P&amp;G launched first product line of Pantene for women in 2003, then after, actual growth stage of Pantene starts. Then in 2005, company designed a production line for Hispanic Women. So after several years of R&amp;D, company’s product Pantene is now at top growth stage</td>
</tr>
<tr>
<td>Maturity</td>
<td>The company is still looking for its maturity levels in most of its brands. As it faces tough competition from its competitors, it has to undergo continuous transformations and expansions in its stock keeping units (SKU).</td>
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<tr>
<td>Decline</td>
<td>We conclude that this stage has not yet come for this company. In this tough era of financial crunch and downturn, it might be a possibility that this stage is enforced upon the company by its strong competitors.</td>
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### Product “Life Cycle”
Procter & Gamble

BCG Matrix:
Product: “Gillette”

- It is a brand of Procter & Gamble currently used for Safety Razors among other Personal Hygiene products.
- It is a Co-Branding Acquisition of Gillette & P&G.
- In July 2007, Global Gillette was dissolved and incorporated into Procter & Gamble's other two main divisions:
  - Procter & Gamble Beauty.
  - Procter & Gamble Household Care.
**Product:** “Gillette”

**Product Depth:**
- Gillette Super Speed razor.
- Trac II & Trac II Plus.
- Atra & Atra Plus.
- Blue II - Disposable razors.
- Mach3 & Mach3 Turbo.
- Gillette Fusion.

**Target Customers:**
- Young Men.
- Beauty Conscious Women.
Product: “Gillette”

Segmentation:

- Niche Marketing
- Urban & Semi-Urban area
- Benefits - Quality, Economy.
- User Status - Regular User, Potential User & Non-users.

Positioning:

Used Product description, Announcing Category Benefits, Relevance of POD and Believability of POD, Growth stage Strategy.
- Super Speed razor
- Reducing facial irritation
- Safety Razor - prevent cuts and allowing for a closer shave
- Disposable razors
Product: “Gillette”

Product Strategy:

- Products Classification- Service Consumer good.
- Product Differentiation- Form, Features, Performance, Reliability, Style.
- Established as a brand itself.

Pricing Strategy / Mix:

- Optional-Feature Pricing
- Captive Product Pricing
Product: “Gillette”

Packaging & Labeling:

- Consumer Affluence - Convenience, Appearance, Dependability, Prestige.
- Companies & Brand Image.
- Effective packaging - Identity of the Brand, Convey Descriptive & Persuasive Information.
- The Design is Impressive.
- Labeling is done by attractive Graphics & Fonts.
- Description about the product, Manufacturer & manufacturing information, Uses Guide and Safety uses description, along with MRP and Batch No.

Guarantees:

- General & Complete Satisfaction without being more specific - “If you are not satisfied for any reason, return for replacement, exchange, or refund.”
Product: “Vicks”
Product: “Vicks”

Market Share:
- Vicks Vaporub is market leader in this segment with a share of 50%.
- Vicks action 500 has around 40% market share

Sales:
- Vicks brand accounts for 40% of Company turnover, i.e. Rs. 170 Cr.
- More Sales during Monsoon period.

Competitors Challenge:
- Amritanjan Bam
- Zandu Bam
- Cold Snap
- Pharma ‘o cold
Product: “Vicks”

Product Strategy:

- Promotional Strategy offering special Coupons.
- Introduction of new products.
- Emotional Marketing (Not selling Vicks selling Mother’s Love).

Target Customers:

- Children.
- Adults.
- Sinus Patient.
Product: “Vicks”

Positioning Strategy:

- Unique Shape of Cough Drops inhaler & Caplet.
- Touch Therapy.
- Mother’s Love Platform.

Segmentation Strategy:

- On the basis of Age.
- Kids above the age of 6 months.
- Youth.

Branding Strategy:

- Umbrella Branding.
Product: “Vicks”

Brand Extension:

- Day Quil Plus Vitamin C.
- Vicks Formula 44- Custom Care.
- Vicks Veporub with the scent of Lemon.

Packaging:

- Change of colour from Green to Blue.
- Global Packing for Vicks – range of products world wide.
- Packaging changing from blister to Glassine Poly & Brand name appearing through out on the new glass line Poly Pack.
Product: “Vicks”

Labeling :

- The Jar has a paper label with the familiar Vicks livery in blue, red, green & white.
- Label includes: Vicks Vaporubs.
- Vicks and Veporub are registered trade marks of Richardson-merrell inc.
- Instruction on the label indicates that the Ointment can be used for colds of Children and Chest or inhale in stream.

Blue colour signifies Love, Spirituality, Peace & Happiness.
Product: “Ariel”
Product: “Ariel”

- Ariel is a marketing line of laundry detergents made by Procter & Gamble.
- It is the flagship brand in Procter & Gamble's.

Product Depth:

- Ariel Biological, biological with bleach for whites.
- Ariel Colour and Style, a biological bleach free product to protect colours.
- Ariel Sensitive (formerly known as Ariel Non Bio, without enzymes supposedly protecting sensitive skin).
- Ariel Biological with Febreze.
- Ariel Stain Pen.
- Ariel Handwash.
Product: “Ariel”

Target Customer:
- General Consumers.
- Colour Sensitiveness of Clothes.
- Washing Machine Users.

Segmentation:
- Homogeneous Preference.
- Demographic- Family Size.
- Benefits- Quality, Service, Income.

Positioning:
Used Product Description, Relevance of POD and Believability of POD, Growth stage Strategy.
- Stain pre-treatment product.
- Cold is the new hot.
Product: “Ariel”

Product Strategy:
- Products Classification - Service Consumer good.
- Product Differentiation - Form, Features, Performance, Reliability.
- Established as a brand itself.

Pricing Strategy / Mix:
- Optional-Feature Pricing.
- Product- Line Pricing.
- Is cheaper than the Competitor's Products.
Product: “Ariel”

Packaging & Labeling:

- Consumer Affluence- Convenience, Appearance, Dependability
- Company & Brand Image.
- Effective packaging- Convey Descriptive & Persuasive Information.
- The Design is Impresssive.
- Labeling is done by attractive Graphics & Fonts.
- Description about the product, Manufacturer & manufacturing information, Uses description, along with MRP and Batch No.

Guarantees:

- General & Complete Satisfaction without being more specific- “If you are not satisfied for any reason, return for replacement, exchange, or refund.”
Procter & Gamble

SHAMPOO
Your first step to beautiful hair.
Browse Shampoos
Product: “Pantene”

Various Product levels:

Core Benefit, the main benefit of the product is to care hair from outer atmosphere, to protect hair.

Basic Product, to give solution like shampoo etc. which helps customers for protection of their hair.

Expected product, Smooth & Silky for straighter hair, Volume & Fullness for thicker hair, Balanced Clean for shinier hair, Lively Clean for livelier hair and Anti-Dandruff for dandruff-free hair.

Augmented Product, Pantene unveiled the launch of the Shine Morning to Night campaign that helps consumers get long lasting hair shine with regular use of Pantene.

Potential Product, it may be that which is when used it will give fragrance for long last, will make hair dust free for long period.
Product: “Pantene”

Market Share:

- Pantene currently has a market share of 7.5 per cent in the Rs 900-crore domestic shampoo market.

Competitors:

- Sunsilk.
- Clinic Plus.

Challenges:

- There is hard competition from market leaders Sunsilk and Clinic Plus specially in southern areas.

Target Customers:

- Mainly the women and girls.
- Regular users, including Males.
Product: “Pantene”

Positioning:
- Pantene is positioned as shampoo for women of all age groups depending on their requirement and texture of hair.

Brand Extention:
- Line extension
  - Products:
    - Pro-V Expression
    - Color revival
    - Daily moisture renewal
    - Sheer Volume
    - Hydrating Curls
Product: “Pantene”

Brand Strategy:
- Umbrella Branding.

Brand Extensions:
- Optional feature Pricing.
Product: “Pantene”

Packaging of Pantene:

- It comes in sachets and Bottles.
- In sachets they offer cut on one side for easy opening & bottle comes in a proper shape to handle easily.
- Sachets are seal packed to avoid leakage and vacuum which protect its chemical.
- Bottle caps are so design that they fix the mouth which avoid falling unnecessary.
- Available in different colors like green, white, black & lively Clean.

Labeling of Pantene:

- Pantene shampoo use bold & large font in naming its brand.
- Use different colors for different variety e.g Green for normal, white for milk extracts.
- Use certification of medical association that it is harmless.
- While labeling it also mentioned, it is suitable for which type of hair.
- It also include Ingredient used in it.
- Finally it also mention the MRP, website for easy communication & the batch number to refer the product level in case of any unwanted events.
Product: “Head & Shoulders”
Product: “Head & Shoulders”

- Head & shoulder is a brand of P&G particularly used for dandruff prevention and to protect hair.
- H&S is market leader for more than 35 years. As a result, over 90 million people in over 45 different countries have come to depend on Head & Shoulders® to help prevent dandruff.
- Procter & Gamble Hygiene and Health Care Limited (P&G) announced the launch of `Best-Ever Head & Shoulders Anti-Dandruff Shampoo' (H&S) in the Rs 500 crore hair-care market Few days back.

Product DEPTH:

- Smooth and silky - (Makes hair smoother and silkier)
- Refreshing menthol and silky - (which removes scalp itch and provides a cool sensation)
- Clear and Balanced - (Which is said to provide right balance of cleaning and conditioning)
- Classic Clean Shampoo & Conditioner
- Dry Scalp Shampoo & Conditioner
- Ocean Lift Shampoo
- Restoring Shine
- Refresh Shampoo
- Sensitive Care Shampoo
- Extra Volume
- Intensive Treatment Shampoo
- Intensive Solutions Shampoo
Product: “Head & Shoulders”

Target customer:
- Young Men and Women
- Hair conscious Men and Women

Segmentation:
- Mainly used in urban and semi urban area.
- User Status-Regular user, Potential user & non user.
- Segmentation is also done for different age groups.
- Different variety for different hair.

Positioning:
- Anti dandruff shampoo

Product strategy/mix:
- All variety has almost Price same
Product: “Head & Shoulders”

Packaging and labeling:

- Effective packaging - Provide effective and efficient information regarding usage of product.
- Sachet and bottles both are sleek, stylish and compact.
- Attractive packaging provide manufacturing date, expiry date and price of the product.
- Proper cutting edge is available in sachet.
- Different color are used for different variety.

Guarantee:

- H&S provide the guaranteed results. If you are not satisfied with the product than return for replacement, exchange or refund are also provided.
Thank You