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hello.

November 6th, 2009

Team #1

Nancy Dadas

Brian Blewitt

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P&G

challenge

market share declining:

- core customer is not reusing product
- loss of first mover advantage

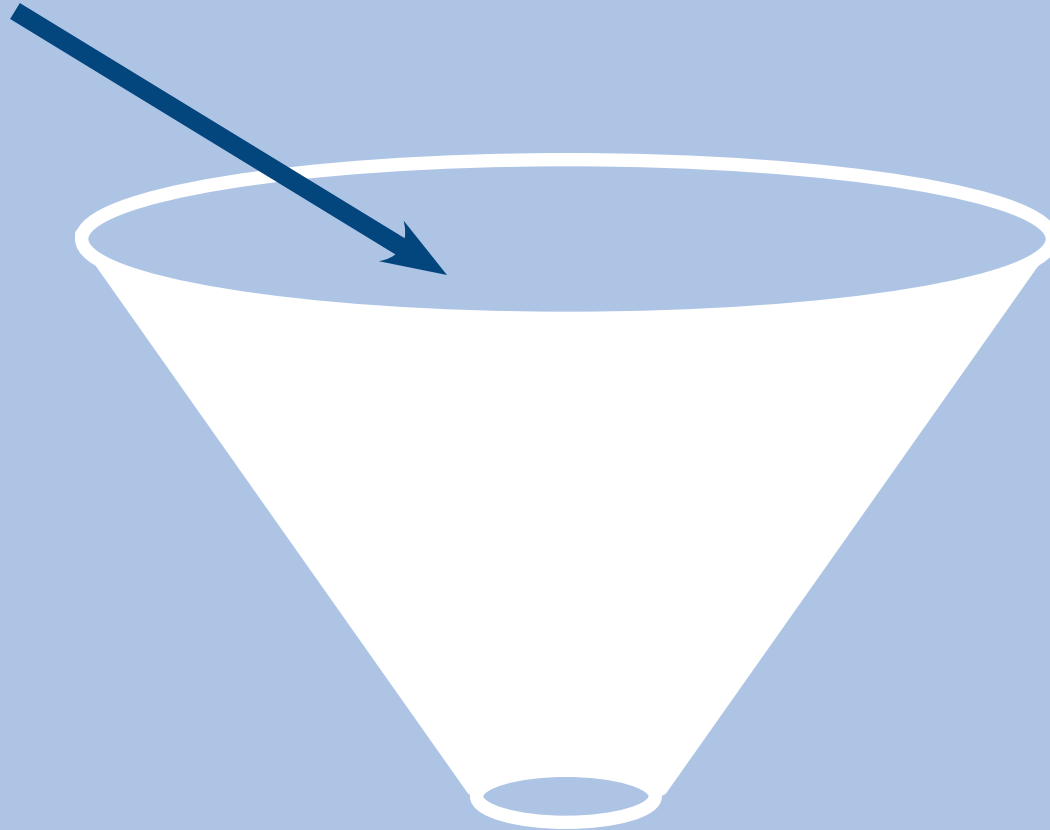


goals

- **Increase market share by 10%**
- **Increase market growth**



core customer

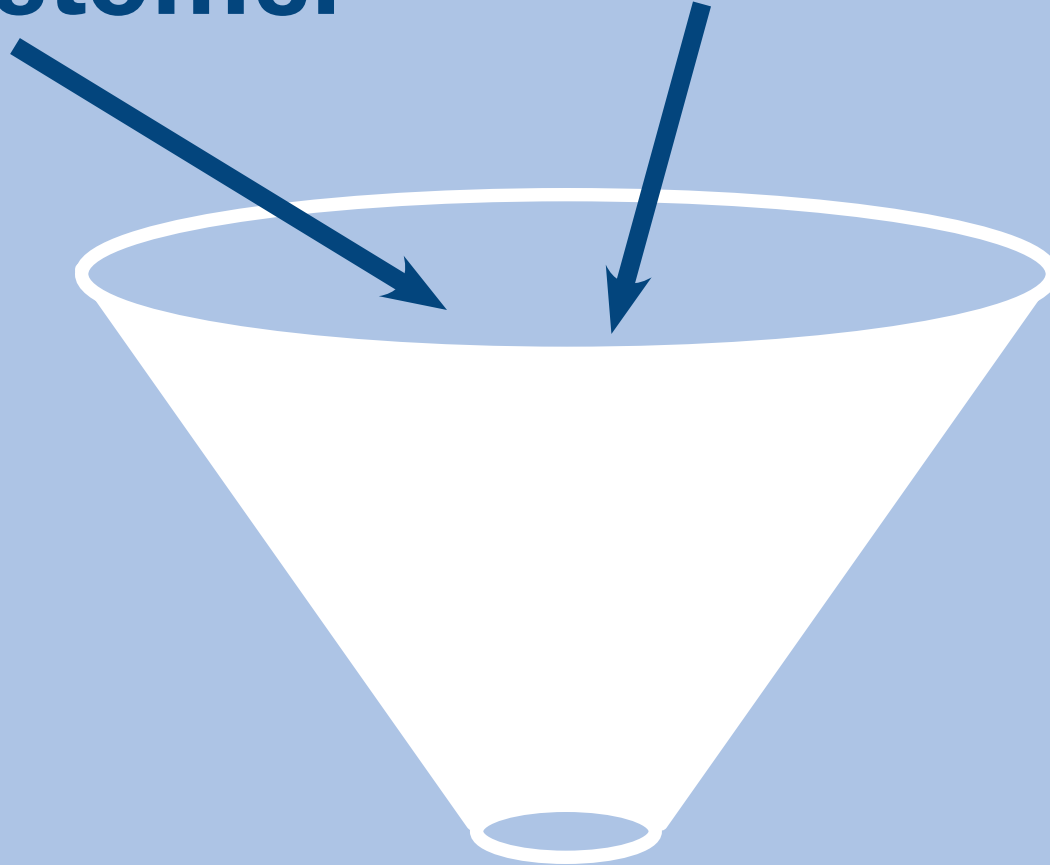


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core customer

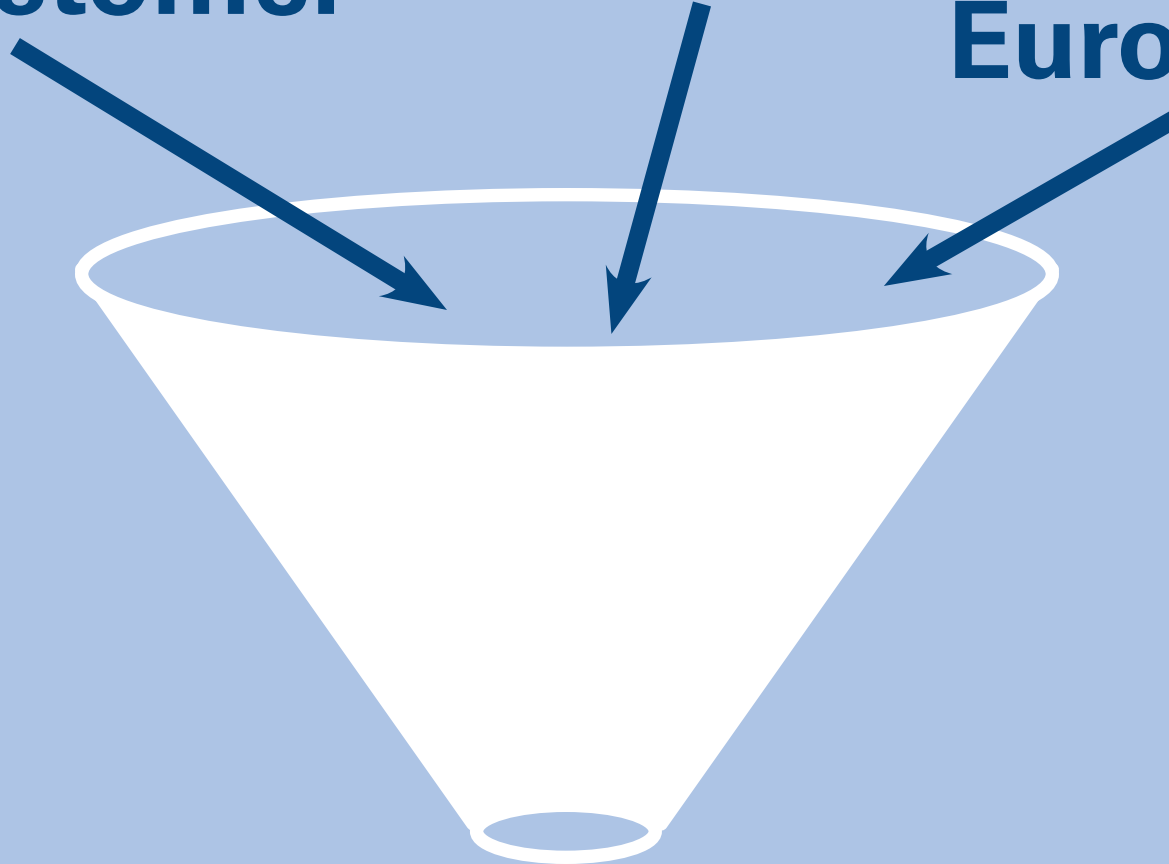
men



core customer

men

European





M.A.G.nifying The Solution

market growth + brand share





M



A



G



P&G



M

maintain



A

add



G

global



P&G



maintain

keeping the core customer engaged





Alexis-

34 year-old stay at home mother of 3, drive a Lexus, loves to play tennis, has lunch with her girlfriends twice a week, shops every weekend, reads the major fashion magazines.





challenge

- Only 10% of core customer reuses
- Currently low ease of use





solution

Easier to use:

- Sticks to teeth better
- Only once each day





tactics

- New messaging reinforcing improved technology and better product
- “We’ve whitened your teeth before, let us do it again.”
- “Make a New Year’s Resolution to keep teeth white.”
- Traditional (TV & Print)
- Nontraditional (Subways, Microsite)





add

welcoming new new customers,
men (16-34), job seekers/promoters





Stephen-

26 years old, 3 year into his first job as a financial analyst, competing for a promotion. Lives with a roommate, but was recently engaged.





challenge

We tapped our initial target market, to grow we must bring our product to new consumers.





solution

New customers:

- People who currently use other brands.

Men 16-34

- Job/promotion seekers
- Successful business men

First impressions are important

Unified messaging reinforces ease of use





tactics

Sampling plan:

"Just look for the package"

- Store sampling:

- end caps in Wal-Mart

- White strips dispensers

- Luxury hotels
- Airports
- Pop up stores

- Advertising

- High profile endorsements (Tiger).





global
europe is the new white





Ellie-

22 years old, recent university graduate, majored in marketing, currently interning at a large marketing research firm reads major American fashion magazines, loves drinking coffee with friends.





challenge

- Limited European Presense

“I live in Europe, but I have a friend who is in the States at the moment and I want them to get me some Crest Whitestrips while they are there. Where can you buy them from? Walmart? Which stores sell them? Also would you recommend Classic or Pro Effects? (I saw those on the website). Please don't tell me you can buy them online, I already know that and I wouldn't be asking this question if I wanted to buy them online.

Thanks in advance.” -Ellie

<http://answers.yahoo.com/question/index?qid=20080824100244AAcHDrY>





solution

- **Targeting three major European cities:**
 - Women 16-34
- **Raise awareness**



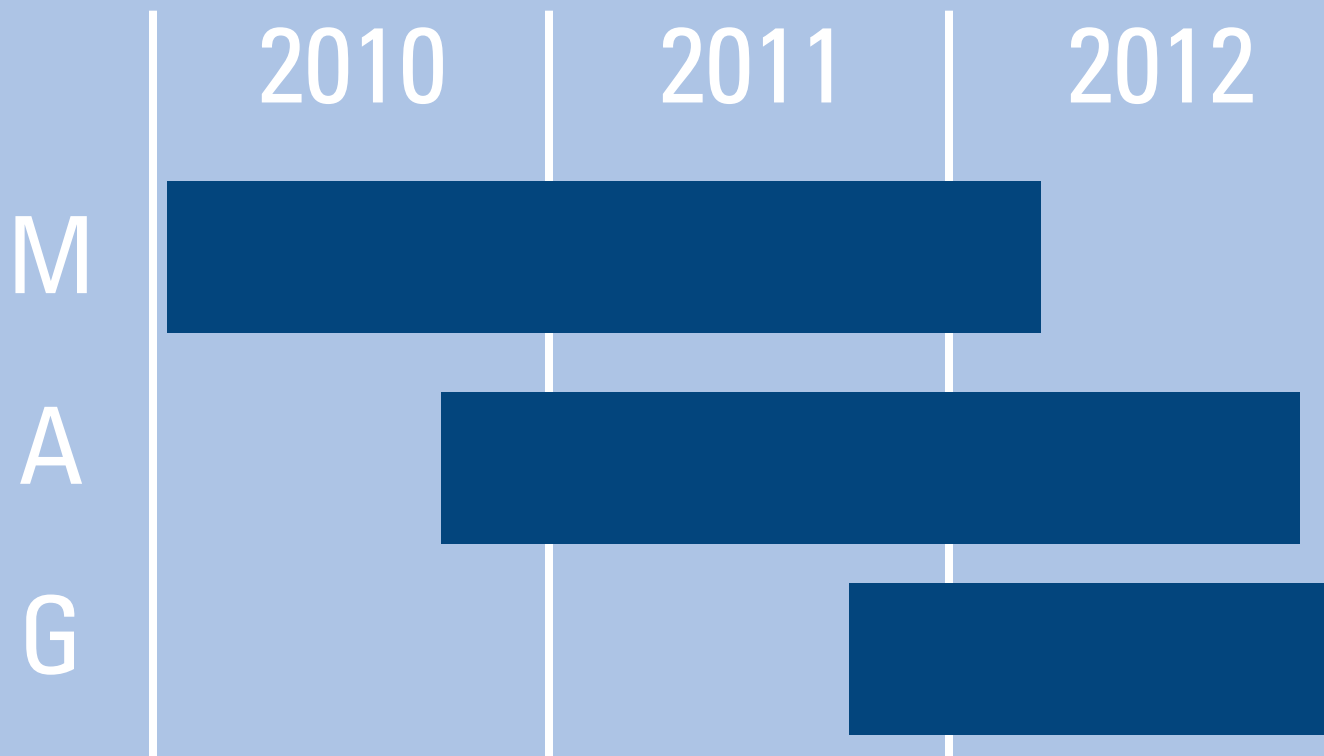


tactics

- Co-branding at major retailers
- Bundling with toothpaste and mouthwash



timeline



Thank
You

What Questions Do You Have?





financials

MAGnifying our feasibility



total marketing expenses

Maintaining Core Customers	
TV*	\$1,300,000
Print**	\$90,000
Non-traditional***	\$500,000
Total	\$200,000
*assumes \$40,000 per spot, runs 20 x / week, 6 weeks (3 on, 3 off)	
**assumes \$10,000 per insertion per month, 6 mags, for 3 months	
***assumes environmental advertising and cost of a micro-site	
In-Store Advertising	
Dispensers****	\$200,000
In-store space (paid to retailer)	\$200,000
	\$400,000
****includes cost to develop 100 dispensers	
Total US	\$3,000,000



topline financials

in millions		prem		base		prem		base	
		men		men		18		6	
vol	0.16	0.27	0.03	0.05		0.44		0.07	
rev	2.95	4.91	0.41	0.68		7.85		1.09	
cogs	1.15	1.91	0.22	0.36		3.05		0.58	
sga	0.34	0.57	0.06	0.10		0.92		0.15	
ad (total)	1.4	1.4	0.1	0.1		1.5		1.5	
Net Profit	0.06	1.03	0.03	0.12		20.38		4.86	

