



**PANTENE** 

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## **Introduction**

My name is Clarissa Mahoney and I am presenting you with a campaign for Pantene Pro-V products. They are a leading brand name by Proctor & Gamble and a largely recognized name in women's shampoo.

This is to deliver a strategy that will succeed in keeping Pantene Pro-V one of the largest revenues in the shampooing industry. This plan is to simply grasp the current consumer and keep them in tune to what Pantene is doing. We want to get more involved with what's going on in the world and Pantene wants consumers to join in. There are many new technologies and method of reaching out to the consumer that Pantene should get accustomed to.

This Campaign will be for a year and it will entail of heavy Guerilla Marketing, television advertising, social media, Celebrities, Magazines, Sponsorships, and help efforts. This will be hard work but it is a plan to a more successful year in the Hair Industry.

## **Situation Analysis**

We will be looking at our current consumers to maintain their sales and create loyalty. Our company has been thriving for many years and we would like to keep it that way, by bringing new ideas. Our competitors are no match and we would like to make sure Pantene stays at the top of the assembly line

## Company Analysis



Pantene Pro-V has expanded tremendously since it was introduced in Europe in 1947, later becoming a billion dollar brand in 1995. Procter and Gamble purchased Pantene from Hoffman-LaRoche in 1985 and launched a line of successful hair products. (1) Pantene is best known for the Pantene Pro-Vitamin, it is the one thing that sets it apart from other hair products. They have been known for their 1980' ad campaign with Kelly LeBrock with "Don't hate because I'm beautiful". This line was memorable and contributed lots of buzz of the product negative and positive. A recent campaign in 2008 called for endorser Stacy London in which P&G positions Pantene as a value buy that is just as good as salon brands, but less expensive. (3) Previous endorsers include global celebs like Hollywood stars Kirsty Alley, Rachel Hunter, Liv Tyler, Angie Everhart, and others.

In 2010 Pantene launched a new line of products called Pantene Custom Solutions. After much review and feedback from consumers Pantene decided to launch the new line to cater to specific hair types. They call it The Structure of Revolution. (2)."If you know the hair you have Pantene will give you the hair you want". This is a 100 million+ campaign that is still thriving. In addition to the new line Pantene changed its packaging and their logo to a more sleek style. Pantene was awarded "Asia's favorite Shampoo" in the Readers Digest Super Brands.

P&G mission statement is "We will provide branded products and services of superior quality and value that improve the lives of the world's consumers, now and for generations to come. As a

result, consumers will reward us with leadership sales, profit and value creation, allowing our people, our share holders and the communities in which we live and work to prosper.”

## **Market Analysis**

Pantene is a well known Hair Care product. Pantene consists of shampoos, conditioners, hairsprays, and moisturizers. They stress how the vitamin in Pantene keeps the hair healthy and it is all about maintaining healthy hair. It is a major producer in hair products. Pantene is sold in any major stores and their websites such as Target, Wal-Mart, Walgreens, CVS Pharmacy, select grocery stores, and Beauty supply's like Sally's. It is positioned in many stores as the high quality product. The placement of the product on store shelves is at eye level. The packaging says salon brand and it has a design that can draw to eye to it. For convenience people are able to order the product in bulk or single online. You can find this product on Pantene's direct website and their partner websites such as Soap.com, pgestore.com which features P&G brands, drugstore.com, Meijer.com, vitaminemporium.com. You can also find it on select store websites, EBay, and Amazon.

## Product Analysis



Pantene is a solid name and cannot be confused with any other brand. This is a brand that holds a strong ground and has years of advertising and success to prove its name. The packaging and logos have changed overtime but is still recognizable and stands out. Pantene's website give much overview on their history and products. The website is very interactive with the consumer and can answer any question that a consumer could ask. Pantene would like for the consumer to feel like this is the product that best suits them and is the perfect match.

The products they have cater to any hair type you could have and they have special partnerships with companies that collaborate with their products. Pantene Beautiful Lengths products collaborate with The American Cancer Society. This is for women with cancer and Pantene creates wigs with the hair donated by women who use Pantene Beautiful Lengths. They give you a step by step process on the site to prepare your hair for donation. Pantene shows how they care and how they help people feel good about themselves and how you can make others feel good about themselves.

Pantene sponsors Healthy Hair for Healthy Water. If you purchase a Pantene Product from [pgestore.com](http://pgestore.com), Pantene donates .10cent per bottle to the P&G Children Safe Drinking Water

Fund. This provides one week of clean drinking water to a child in developing worlds. This is through August 31, 2011.

They have a section on the website on discontinued products and Pantene offers a client consultation to find out which New product best suits to your hair needs. Out with the old and in with the new. This helps the client better accept the change in the product.

Pantene would like to give you a free sample you have to just sign up on their website to become a member of P&G everyday Solutions. You will receive product samples and other benefits. The Satisfaction Guaranteed option will allow you to receive 2X refund of you money back until June 30, 2011.

## Competitive Analysis

Dove and Garnier Fructis are Pantene's biggest competitors. Both brands have prices lower than Pantene but Pantene still has the most beneficial ingredients.

Dove Shampoo was launched in North America in 2003. Dove has a range of hair care products that repair accumulated damage and protect and care for the hair. The new Zero Damage System repairs and protects hair from damage that stands between you and the beautiful hair you desire. The range includes 'daily therapy' shampoo and conditioner, 'dry therapy' shampoo and conditioner, 'breakage therapy' shampoo, conditioner, serum and hair mask. (4) Since they haven't been on the market long they don't have a large following. Their ads all are positioned to attract younger women.

Garnier is a market of L'Oreal. Garnier started off as a major hair color corporation and began distributing shampoo and skin care products. They have been recognized in many magazines and have received award for their products. When you think Garnier you think of that green bottle which separates itself from many brands. They have not changed the appearance of Garnier because they are still building on loyal consumers. Peter Butler from project Runway is currently one of their hair experts on the website to give advice to the consumers. Garnier Sponsors the show that airs on Lifetime. They also carry customized solutions that are similar to Pantene but they don't contain that magnificent ingredient! Garnier is definitely one of Pantene's leading competitors. They position their advertising to a younger audience as to where Pantene appeals to a broader audience that gives them the upper hand. You can buy Garnier at Walgreen, ulta beauty, Kmart, Wal-Mart, cvs pharmacy, drugstore.com, Harmon, most drugstore, mass

retail and supermarkets in the U.S. They have a facebook page and they stress on he website to follow them to hear about promotions first.

<b>Brand</b>	<b>Average Price</b>	<b>Quantity</b>	<b>Advantage</b>
Pantene	4.99\$ / 7.99\$	12.6oz/25.4oz	Pro-V Vitamin
Dove	3.99\$/ 5.99\$	12oz/ 25.4oz	Fiber Actives
Garnier Fructis	3.99\$ / 7.49\$	13oz/25.4oz	All Natural Ingredients



## **Consumer Analysis**

Pantene has a wide range of consumers. They range from teenagers to seniors. There are 16,754,000 women users of Pantene that are range in age from 18-49. The top two regions Pantene has the largest amount of sales is in the Northeast and the west. The South and Midwest regions fall below average index, but not by much so this can increase with a few perks. There is an equal amount of married and unmarried women in this mix. Our highest consumer race from greatest to least is Asians, Other, American Indian or Alaskan, Whit, and African American. Many of these women enjoy watching television and reading fashion and home magazines. Most of them frequent mail and have cellular phones. These women understand the use of healthy hair.

## S.W.O.T. Analysis

<i><b>Strengths</b></i>	<i><b>Weaknesses</b></i>
<ul style="list-style-type: none"> <li>• <i>Billion Dollar Leading Brand for P&amp;G</i></li> <li>• <i>Strong Advertising Campaign's and Innovative Promotion Strategies</i></li> <li>• <i>Loyal Consumers</i></li> <li>• <i>Well Recognized Brand Name</i></li> <li>• <i>Environmental</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Lack of reach to African American Consumers</i></li> <li>• <i>Difficult to reach ethnic groups</i></li> <li>• </li> </ul>
<i><b>Opportunities</b></i>	<i><b>Threats</b></i>
<ul style="list-style-type: none"> <li>• <i>Advertising Budget increases every year</i></li> <li>• <i>P&amp;G pumps money into successful brands.</i></li> <li>• <i>Cross Promotional efforts with other P &amp; G brands</i></li> <li>• <i>Social Networks</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Lack of differentiation between products benefits.</i></li> <li>• <i>Pantene has the financial backing, image and equity, and experience</i></li> </ul>

## Target Market

Women 18-49 are the big factor. These are the women that are currently buying Pantene Pro-V and most are the loyal users. These women are in the North East and West Regions, and South and Midwest hold the least amount. Women that are married never married and engaged all use this product. Pantene has a large Asian interest, Mulatto, Hispanic, and American Indian Consumer with a lower African American and Caucasian consumer. These women read magazines that cover Women Fashion, Bridal, Home Service, and Parenthood. Watch television often and are also frequent Internet users. They all are Technology savvy and use email as a contact source. Here are our target profiles:



Angela is a 23 year old college student. She live is Los Angela's California in an apartment complex in the heart of the city. She has hobbies that include visiting local Wineries, Painting, and reading novels. She enjoys going to the beach and hanging out with friends. She is currently single and will be graduating college with a Masters Degree in the Arts. (Asian)



Marion is a 30 year old wife and a daughter, age 5. She lives in Orange, New Jersey and is a house mom. She cooks very often so she goes to the neighborhood grocery stores frequently. Marion likes to have pamper days with her close friends so they go to the spas every other week. Her daughter loves to dance and is in ballet. She wants her daughter to be the best so she commutes to New York in Manhattan for her daughters' ballet practice. She goes twice a week and it is a 25 minute drive. (Mulatto)



Nina is 35 and lives in Chicago Illinois. She has two children and is married. She works in the downtown area and uses public transportation for her commute to work. She reads the newspaper every morning because she likes to keep up. If she doesn't have time to grab a paper she uses her news app on her cell phone. She likes to read the comic in the paper she enjoys a good laugh. She is a subscriber to a number of magazines because she is a fashion consultant. She likes to travel and do Thing's with her family. (African American)



Lisa is a 45 year old entrepreneur who barely has time for herself. She sales Real-estate and lives in Huston, Texas. She is engaged and has never had children. She is looking forward to retiring in a few years and pans to move to California with her soon to be husband. Along with Real-estate she runs a non-profit organization catering to needy families. She helps with donated clothing and the children are given money to help go to college. She commutes a lot and visits many businesses in the town. She has an I-phone to keep her organized. (Caucasian)

## **Media Objectives**

Pantene Pro-V has a budget of \$ 130,000,000 as of 2011

All advertising will follow a pulsating schedule with less outdoor advertising in the winter with more in summer, and less television advertising in the summer with more outdoor. The spring and fall seasons will be of equal advertising amounts because people are indoors and outdoors equally.

To reach 90% of target audience at least 4 times in a year

To increase sales in African American and White women by 18%

To maintain the current audience and brand loyalty by 75% in a year span

To create awareness of custom products to women of any race

To create a year long campaign to reach 100% of target audience at least once

To reach 80% of women 18-49 with promotions and sales events

# Strategy

## *Sponsorship*

Tabitha's Salon Takeover is a show that airs on Bravo and is targeted to ages 18-49. Pantene can team up with this show and be its sponsor. Tabitha travels to different hair salons to completely revamp them because they are on the brinks of destruction. She provides them with training, new furniture, tools, and products. Pantene could be one of those products and we will be considered a salon brand. Pantene can then distribute larger quantities for salons. This will not only appeal to our current target audience it will also appeal to salon owners and stylist. To have the Pantene Custom Solutions would be like a salon experience. We still want to engage our target audience and portray Pantene as not only salon worthy but it is affordable too. This is the third season of this show and it has very good ratings. This will be a good direction to go in for this product.

**Total: \$ 10,000,000**

## *Public Relations*

Japan recent Hurricane has caused them much unexpected grief. Asians are our largest consumers yet and we would like to take this opportunity to help them how they have helped us. Pantene's Solutions for Japan Fund will help restore Japan's destroyed city. Anytime someone purchases a bottle of shampoo or conditioner from one of our 4 Custom Solution line we will donate 1.00\$ for each bottle sale to Japan for a year. Starting April 12, 2011 to August 12, 2011. Four Solutions for four months. If we sell 100,000 bottles of product we will donate that to Japan. This strategy could be a great one because some people would like to help this country but don't have the opportunity to do so because they don't have the extra funds. But because they need shampoo and conditioner they can get a double opportunity by buying the product and

helping Japan. There will only be select stores participating, which will be CVS Pharmacy, Target, and Walgreens. You can only donate by buying the full priced item and not on sale items.

**Total: \$ 300,000**

### ***Celebrity Spokes Persons***

To have celebrities that cater to the target audience would be great. We have a large Asian audience with a lower African American audience. Having a person from each of those audiences will keep the same target audience while creating opportunity for the lower target audience to rise. We will have Amarie and Corrine Bailey Rae. They both have different hair types that fit to our custom solutions, this should work effectively.

**Total: \$20,000,000**

### ***Guerilla***

Pantene Models. They will be called Pantene Hair Angels, 12 women. These women will be active and will travel in packs across the U.S On the beaches in California we will have out Pantene hair models skate around in sync and allow their hair to blow in the wind and they will pass out free samples. In New York we will have our models Bike around Times Square and pass our samples. In a major park we will have women sitting throughout the park acting as though they are reading with free samples sitting at their feet with the Custom Solution to the type of hair each model has.

## **We've got 4 Solutions for the Four Seasons (Guerrilla Marketing)**

### **Winter Works**

-Pantene Christmas Elves

-Pass out samples at malls around Christmas

### **Spring Silk**

-Pantene Bench Bookers (Show off their hair engage people walking by in parks or other places and give out free samples.)

-Pantene In the shade (under trees)

### **Summer Shine**

-Pantene Dispensers Particularly water parks or beaches where there are showers.

-Pantene Bikers

-Pantene Roller Bladeing

-Pantene Joggers

### **Fall Flow**

-Pantene Mall Walkers (Mall Of America) ... Especially around black Friday

Coverage of events will be shown on Twitter, Facebook, and to people who subscribe to our Facebook and Twitter pages. We would want media coverage.

**Total: \$20,000,000**

### ***Billboards***

Positioned in the Northeast and West. All Billboards will be positioned in areas that Pantene Angels will be Advertising in, California, New York, New Jersey, Boston, Washington D.C, San Francisco.

**Total: \$ 15,000,000**

### ***GoogleAd Words***

We want to be the first to pop up in your search for Shampoo, Hair Products, Healthy Hair, Conditioner, and Hair repair.

**Total: \$5,000,000**

### ***Facebook Advertising***

Per Click method will be used and whenever a person clicks on the ad Pantene will be billed.

Estimate of 700 clicks per day at 2.00 per click.

**Total: \$5,500,000**

### ***Social Media***

In a world of social media you cannot have a social media site now a day. Customers have the chance to visit Pantene on Facebook and Twitter. They can even send in pictures of the after style of using Pantene products. This gives us a chance to alert consumers of our Promotional events.

**Keeping up Pantene's Website: Total: \$ 600,000**

Magazines	Audience/ Age Range	Ad Cost	CPM	Ad cost X12 month total
Lucky	2,412,420/ age 15-49	\$106,772	\$44.25	\$1,281,264
Allure	6,851,240/ age 18-49	\$122,369	\$17.86	\$1,468,428
Elle	5,168,000/ age 18-49	\$124,265	\$24.05	\$1,491,180
Cosmopolitan	18,359,000/ age 18-49	\$196,000	\$11.74	\$2,352,000
Vogue	10,268,720/ age 18-49	\$140,383	\$13.67	\$1,684,596
Home & Garden	39,965,000/ 25-49	\$429,000	\$10.73	\$5,148,000
Teen Vogue	5,875,000/18-49	\$106,422		\$14,915,656
			<b>Total:</b>	<b>\$16,407,221</b>

## Tactics

We will be using television, magazines, social media, internet, and outdoor media to get Pantene product recognition. For television we will use Prime Time 2 ads per week during different tv shows. Magazines will be used for every month.

Television	Shows	Year Total Frequency	Price per Ad.	Total Price
ABC	-Desperate Housewives	8	+\$229,000	\$ 1,832,000
	-Modern Family	4	+\$171,200	\$ 684,800
	-Dancing with the Stars	7	+\$205,000	\$ 1,435,000
	-Grey's Anatomy	6	+\$240,000	\$ 1,440,000
MTV	-16 & Pregnant	4	+\$149,800	\$ 599,200
	-Teen Moms	6	+\$171,200	\$ 1,027,200
BET	-The Game	4	+\$149,800	\$ 599,200
	- Wendy Williams	5	+\$149,800	\$ 749,000
Bravo	- Tabitha's Salon Takeover	6	+\$149,800	\$ 898,800
	-Housewives of Atlanta	7	+\$192,600	\$ 1,348,200
E!	- Keeping up with the Kardashians	8	+\$192,600	\$ 1,540,800
	-Fashion Police	4	+\$171,000	\$ 684,800
Lifetime	- Project Runway	6	+\$200,000	\$ 1,200,000
	-Grey's Anatomy	7	+\$240,000	\$ 1,680,000
Oxygen	- Bad Girls Club	4	+\$149,800	\$ 599,200
	- Top Model	4	+\$171,200	\$ 684,800
	- Glee	6	+\$214,000	\$ 1,284,000
		<b>Total: 96</b>		<b>Total: \$ 18,287,000</b>

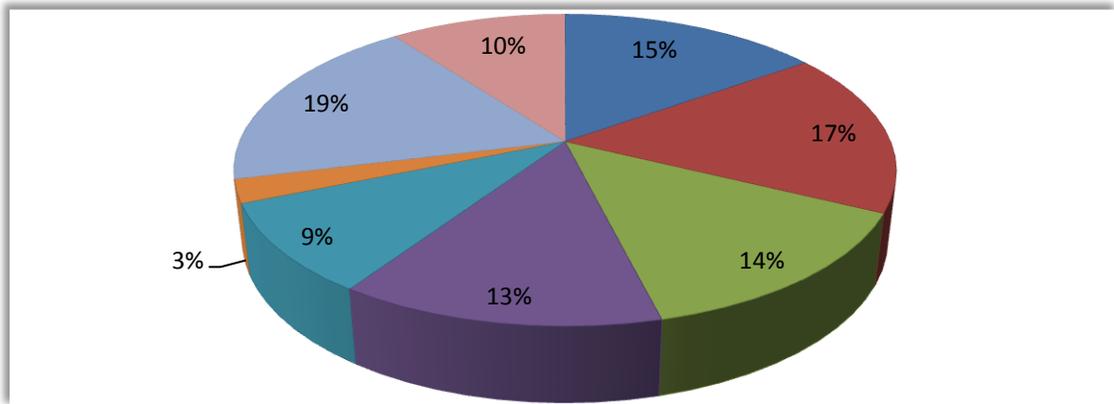
## Totals for 1 year Media Mix

Media	Total Mediums	Ads per year	Total Cost
Magazine	7	84	\$16,407,221
Television	18	96	\$18,287,000
Social Media	2	0	\$0
Japan	1	0	\$300,000
Sponsorship	202	0	\$10,000,000
Guerilla Marketing/Angels	24	0	\$20,000,000
Billboards	5	32	\$15,000,000
Celebrity Spokespersons	2	0	\$20,000,000
Google Ad Words	5	0	\$5,000,000
Pantene Website	1	0	\$600,000
Facebook Ads per Click	1	255,500	\$5,500,000
<b>Total:</b>			<b>\$111,094,221</b>

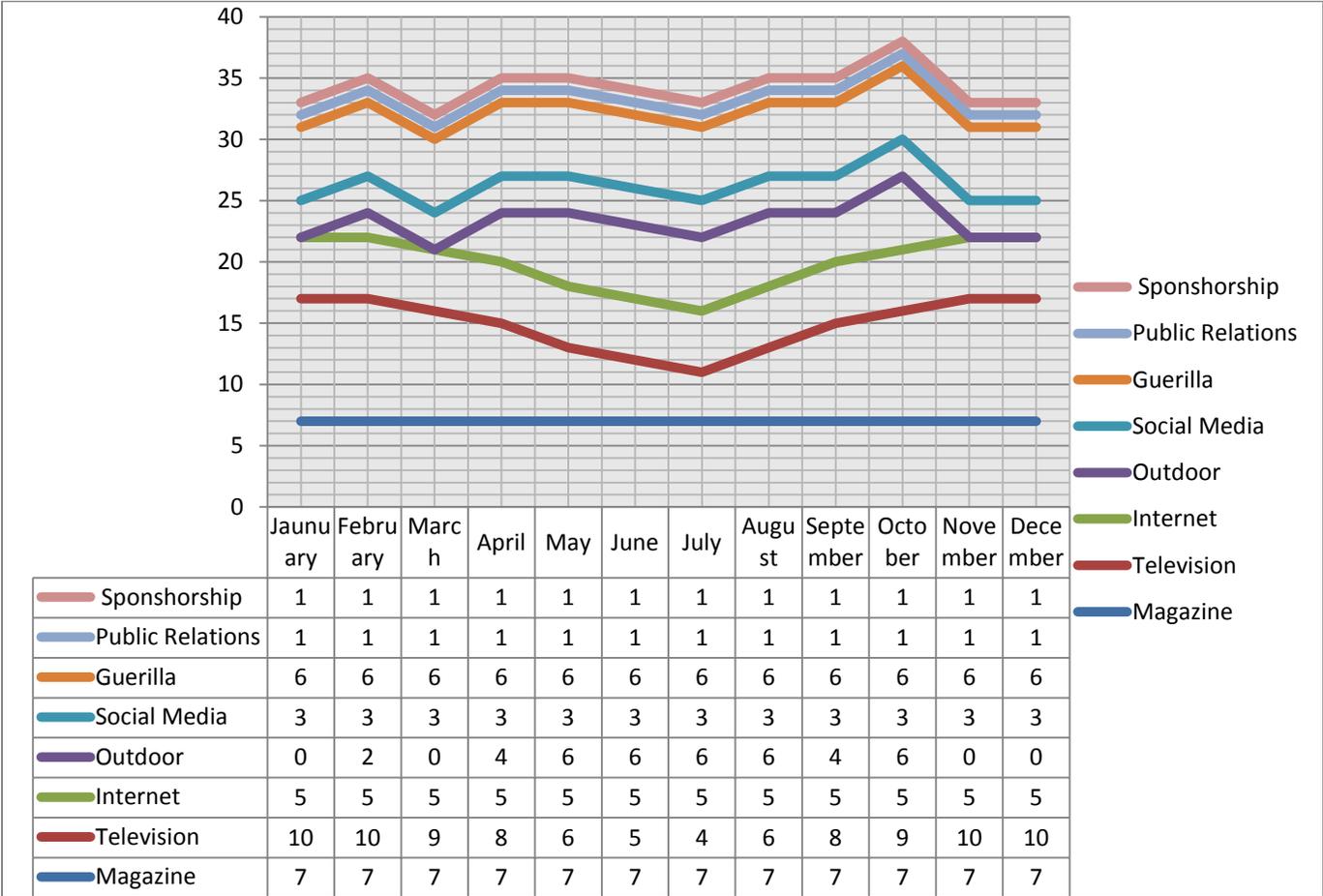
## Cost Estimates

### Media Budget

■ Television ■ Magazine ■ Outdoor ■ Internet ■ Sponsorship ■ Japan ■ Guerrilla ■ Web



### Media Schedule (per month usage)



This is how many mediums a month I will be using.

## **Contingency Plan**

There will be a contingency of 20million dollars. This will allow room for action in any case a competitor launches a new campaign and we need to act on it. This amount of money will allow room for lots of different exposures.

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