

PERFUMES & COLONGES

GROUP = 5

CHAHAT...

AAYUSHJ...

ASTHA...

AVNJ..



AXE.....

HISTORY OF AXE DEODORANTS.....

- ▶ AXE WAS LAUNCHED IN FRANCE IN 1983 BY UNILEVER.
- ▶ IT WAS INSPIRED BY UNILEVER IMPULSE.
- ▶ IT IS ALSO KNOWN AS LYNX IN UNITED KINGDOM, AUSTRALIA, NEW ZEALAND..
- ▶ IT IS A BRAND OF MALE GROOMING PRODUCTS.
- ▶ AXE IS LAUNCHED IN INDIA IN 1991.
- ▶ OFFICIAL AXE FACEBOOK PAGE WAS LAUNCHED IN 2010 ,, IT HAS 3.5 MILLION FANS ON IT.

STP'S....

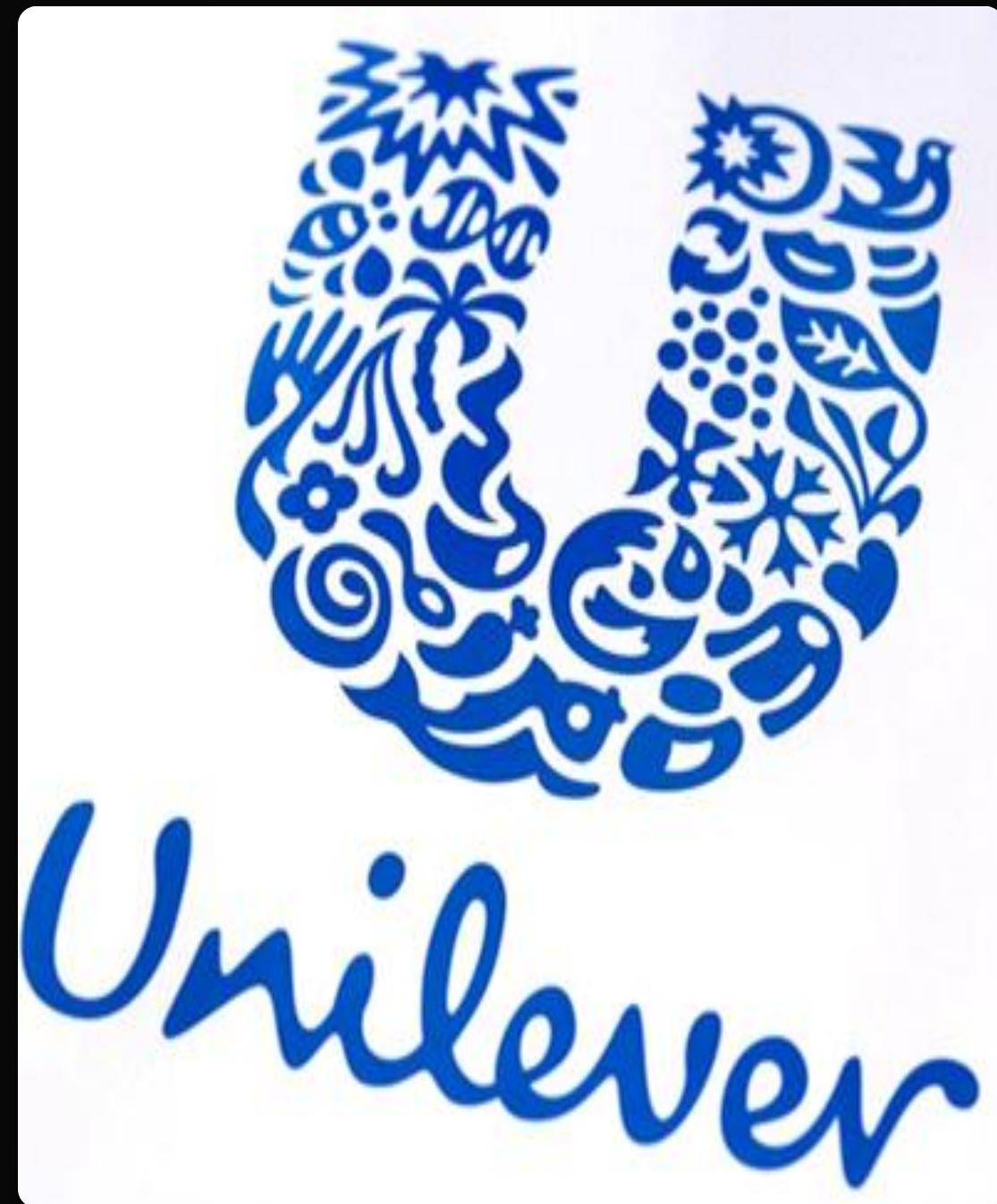
PARENT COMPANY – HUL (HINDUSTAN UNILEVER LTD.)

CATEGORY – PERSONAL CARE – DEODORANTS..

SECTOR – FMCG.

..

1. **PRODUCT – DEODORANTS FOR MEN**
2. **TARGET – MALE URBAN YOUTH**
3. **POSITIONING – AXE IS A COOL ,ICONIC, YOUTH BRAND AVAILABLE WHICH IS SELLING MALE DEODORANTS IN THE COUNTRY..**





CREATIVE STRATEGIES

- ❖ **IMPOSED ITS OWN POINT OF VIEW IN A CLEVER AND MOTIVATING WAY...**
- ❖ **THE STRATEGY HAD TO BUILD ON THE BRAND HERITAGE, WHILE REJUVENATING AXE'S IMAGE TO MAKE COMTEMPORARY...**

NORMAL STRATEGIES

- ▶ **LINE EXTENTION STRATEGIES...(IT REPRESENTS EXISTING BRAND NAMES EXTENDED TONE FORMS,SIZE,FLAVOURS OF AN EXISTING PRODUCT)...**
- ▶ **MULTI-BRAND STRATEGY....(IT INCLUDES SHOWER GELS , SPRAYS, HAIR STYLING)..**

TARGET CUSTOMER PROFILE..

- ▶ **THE TARGETED AGE RANGE SHOULD CONSIST OF 15 – 25 YEARS OF AGE..**
- ▶ **THE TARGET MARKET IS ALSO MALE...**
- ▶ **TARGETED CONSUMER IS OF LOWER SOCIO-ECONOMIC STATUS GIVEN THE INCOME DISTRIBUTION OF THE AGE GROUP AND EDUCATION LEVEL..**
- ▶ **THE STATUS OF A PROPOSED CANDIDATE IS THAT OF A BACHELOR OR MOST LIKELY INVOLVED IN SHORTER TERM RELATIONSHIP...**
- ▶ **THE DOMINANT PORTION OF THE TARGET CUSTOMER EXIHIBIT HETEROSEXUAL ORIENTATION**

SWOT ANALYSIS OF AXE DEODORANTS....

STRENGTHS

- ▶ *.....*
- ▶ *.....*
- ▶ *.....*

OPPORTUNITIES.....

- *.....*
- *.....*
- *.....*

WEAKNESSES

- ▶ **MEN FEATURED ARE COMPARATIVELY SLIM..**
- ▶ **CONCRETE TARGET PUBLIC(YOUNG MAN)..**

THREATS....

- *.....*
- *.....*

MARKETING MIX.....

PRODUCT

- ✓ TELEPHONE HOTLINES AVAILABLE TO PROVIDE INFORMATION REGARDING PRODUCT & COMPETITION..
- ✓ METTALIC BOTTLE WITH LOGO OF AXE...

PRICE

- LOW PRICE + LARGE MARKET SHARE
- LOW PRICE IN STARTING TO ATTRACT MORE CONSUMER..
- DIFFERENT PRICES ARE SET FOR DIFFERENT QUANTITY...

PROMOTION

- ▶ MASS COMMUNICATION CAN BE UTILISED THROUGH THE USE OF FREE-TO-AIR TELEVISION,RADIO,MAGAZINES,NEWSPAPERS...
- ▶ OTHER METHODS LIKE CINEMAS , ELECTRONIC MEDIA...
- ▶ IN U.K THE AXE IS MARKETED AS LYNX...

PLACE

- REQUIRES A LOGISTIC NETWORK..
- SERIES OF INTERMEDIARIES INVOLVED..

AXE PRODUCT MIX

DEODORANTS

- 1) DENIM
- 2) DARK TEMPTATION
- 3) DIMENSION
- 4) PROVOKE
- 5) BLAST
- 6) MUSIC STAR
- 7) WILD SPICE
- 8) APOLLO
- 9) MARINE
- 10) INXTINCT
- 11) CLICK
- 12) PULSE
- 13) MUSK
- 14) RECOVER
- 15) TWIST
- 16) GOOGLY

AFTERS SHAVE

- 1) DARK TEMPTATION
- 2) DENIM
- 3) PULSE

FACE WASH..

- 1) CHILLED
- 2) BOOST
- 3) CONTROL
- 4) SHIELD

SHOWER GEL..

- 1) INSTINCT
- 2) HYDRATING
- 3) TOUCH
- 4) CLIX
- 5) PHOENIX REVITALISING
- 6) RISE
- 7) SNAKE PEEL
- 8) TWIST
- 9) EXCITE
- 10) SKIN CONTACT

SHAMPOO

- 1) ARMOR
- 2) INTENSE
- 3) CONSTRICT
- 4) PRIMED
- 5) FREEZE
- 6) DUAL

GELS...

- 1) SHAGGY LOOK
- 2) CLEAN CUT LOOK
- 3) SPIKE UP LOOK
- 4) BUZZED LOOK

WAXES..

- 1) STYLING WAX
- 2) CREAM WAX

PERFUMES..

- 1) PROVOCATION
- 2) PULSE
- 3) DENIM

COMPETITORS OF AXE....

PARK AVENUE....

- ▶ BIGGEST BRAND IN APPARELS, COSMETICS & TOILETRIES...
- ▶ IT IS A VENTURE OF J.K. HELENE CURTIS LIMITED
- ▶ RECENTLY LAUNCHED I.Q. IN DEODORANTS SEGMENT...
- ▶ WIDE DISTINCTION IN DEODORANTS SEGMENT IN THE "FRESHNESS DEODORANTS"...
- ▶ RANGE FROM AGE GROUP 28-40...
- ▶ AGGRESSIVE ADVERTISING CAMPAIGN...

SET WET....

- ▶ PARENT COMPANY – MARICO..
- ▶ ITS SECTOR IS – FMCG...
- ▶ TAGLINE- VERY VERY SEXY...
- ▶ RANGE FROM AGE GROUP 15 – 34..
- ▶ IT'S A BRAND IN THE MALE GROOMING SEGMENT...
- ▶ DEO MARKET SAW A JUMP FROM 0 TO 72 CRORES IN JUST 24 MONTHS...
- ▶ CAMPAIGNS OF SET WET HAVE AN INTERNATIONAL LOOK ...

MARKETING MIX.....

PARK AVENUE...

PRODUCT...

FRESHNESS DEODORANTS SECTION OF PARK AVENUE RANGE.. ALTHOUGH NEW BUT HAS A POTENTIAL TO GET TOP ON MIND & HEART OF CUSTOMER....

PRICE...

DIFFERENT PRICES FOR DIFFERENT QUANTITY....

PLACE...

AVAILABLE AT RETAIL SHOPS,,BIG BAZARS

PROMOTION...

NO PROMOTION HAS DONE BY THE MANUFACTURER ...

TELEVISION...NEWSPAPERS...

SET WET...

PRODUCT...

ITS INCLUDES GELS, DEOS , WAXES...FOCUS MIDDLE LEVEL CUSTOMERS

PRICE...

ACCORDING TO THE QUANTITY

FOR EX- 100ML FOR 170RS..

PLACE...

AVAILABLE AT KIRANA STORES..RETAIL SHOPS....MEGA MARTS

PROMOTION...

THROUGH ADVERTISEMENTS ON TELEVISIONS AS AN INTERNATIONAL BRAND...

PRODUCT MIX OF SET WET...

▶ WAXES

1. FREESTYLER MATT WAX....
2. AMOEBA FIBRE GUM...
3. SHOCK WAVE STYLING CLAY...
4. AFTER HOURS GLAZE WAX....

▶ GELS

1. SET WET ..COLD LOOK.
2. SET WET..WET LOOK.
3. SET WET.. VERTICAL LOOK.

▶ DEOS

1. SET WET BITE..
2. SET WET COOL..
3. SET WET MACHO..
4. SET WET SEXY..
5. SET WET ROMEO..
6. SET WET RAVE..
7. SET WET ADVENTURE..
8. SET WET LOUNGE



PARK AVENUE PRODUCT MIX...

AFTER SHAVE LOTION

- 1) ACE SPLASH
- 2) GOOD MORNING
- 3) SHAVE FOAM SILVER
- 4) MERCURY SPLASH

SHAMPOO

1. BEER SHAMPOO...

SOAPS...

- 1) DOUBLE DEO FRAGRANT..
- 2) GOOD MORNING FRESHNESS DEO SOAP
- 3) SOAP LUXURY
- 4) SOAP COOL BLUE

PARK AVENUE APPARELS..

RAZORS,,,SHAVING BRUSHES...

DEODORANTS..

- 1) ALPHA
- 2) COOL BLUE
- 3) HORIZON
- 4) STORM
- 5) ALTER EGO
- 6) JAZZ
- 7) VOYAGE
- 8) ZING
- 9) GOOD MORNING FRESHNESS DEO
- 10) BODY DEO
- 11) TRANQUIL
- 12) I.Q
- 13) CRUISE
- 14) GAME
- 15) ALIVE

FACE WASH

- 1) SILVER FACEWASH(OILY , NORMAL , DRY..)

TALC..

- 1) GOOD MORNING...

- 2) CLASSIC

PERFUMES...

- 1) WALTZ EDP
- 2) SWING EDP
- 3) SOLARIS EDP
- 4) STANZA EDP

GELS..

- 1) NEON...
- 2) GLACIER
- 3) CHROME

EYE GEARS..

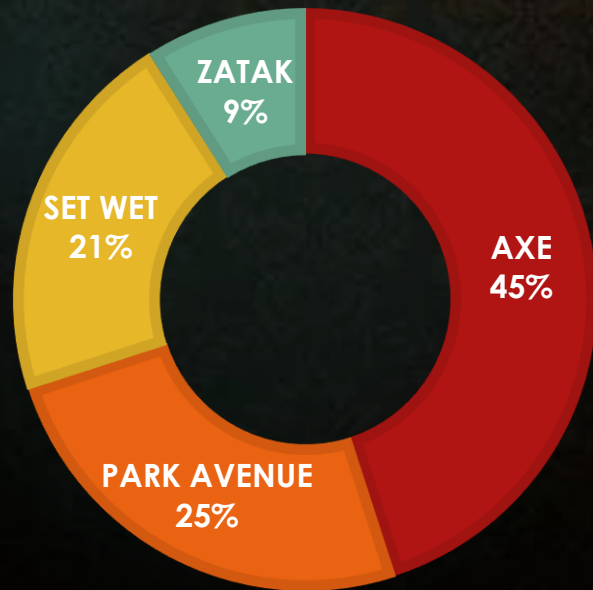
PARK AVENUE BAGS...

PARK AVENUE TIE

SALES PROPORTION...



■ AXE ■ PARK AVENUE ■ SET WET ■ ZATAK



FINISH.....

