

NIVEA FOR MEN - Summary

Developing a marketing plan

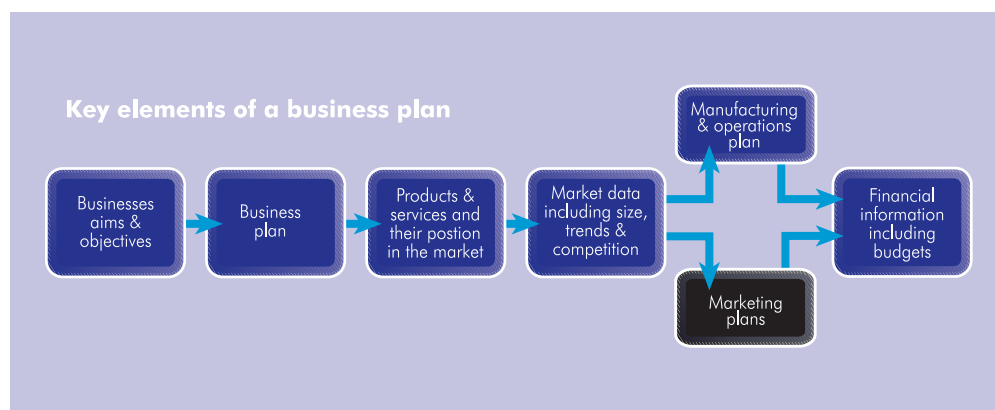
Introduction

NIVEA® is an established beauty and skin care brand. In 1980 Beiersdorf, the global company that owns NIVEA, launched the NIVEA FOR MEN® range internationally. It broke new ground with the first alcohol-free aftershave balm on the market. NIVEA FOR MEN was launched in the UK in 1998 and later re-launched in 2008 as part of an overall plan to develop the range in the UK. The company built a marketing plan for the re-launch. It organised its marketing activities to achieve its aims and objectives. This study shows how a business can respond to changes in customer expectations and external influences, such as a growing social acceptance of male skincare products.

What is a marketing plan?

A business plan allows a company to set its overall direction. A vital part of the business plan is the marketing plan. Marketing involves identifying, anticipating and satisfying customers' requirements. A marketing plan puts a series of marketing activities in place, to achieve its aims and objectives. The main sections of the plan cover:

- SWOT and competitive analysis
- objectives
- marketing strategy
- sales forecast
- budget
- evaluation.



Assessing the market

Marketing plans initially involve evaluating the business, its brands and its products. This includes an assessment of the brand's position and the state of the market. NIVEA FOR MEN identified its male customers' needs and what products competitors were providing. Targeting women is also important as they often buy products for their partners. To do this the company used SWOT analysis. This measures the internal strengths and weaknesses of a business and the external opportunities and threats. NIVEA needed to address any weaknesses or threats and used its strengths and opportunities to grow the brand.

Setting objectives

Marketing plans need to be clear with relevant targets that relate to the business' overall aims and objectives. NIVEA FOR MEN set SMART objectives for its re-launch. These are Specific, Measurable, Achievable, Realistic and Time constrained. The marketing team used research data to forecast market trends. This helped to set objectives for improving sales, market share and brand image.

Marketing strategies

The NIVEA FOR MEN team devised marketing strategies to reach targets within the set budget. The focus on product development and consumer needs set NIVEA FOR MEN apart from its competition. Another significant aspect was promotion. NIVEA FOR MEN promoted its re-launch through a combination of above-the-line methods, using television, cinema and magazine advertising and below-the-line methods, such as free samples, to create an emotional connection between the brand and the consumers. A connection with sporting activities was also an important element.

Conclusion – evaluating the plan

The marketing plan begins and ends with evaluation. The final stage compares the plan's outcome with the original targets. Continuous evaluation helps the marketing team modify or introduce new activities to achieve objectives. NIVEA FOR MEN adopted a range of key performance indicators (KPIs) to assess the success of the re-launch. It looked at:

- market share
- overall sales
- brand image ratings
- product innovation.

The marketing plan used past performance and forecast data to create a new marketing strategy. This built on the company's strengths to take advantage of the change in male attitudes to skincare products.

