



## STAGE 3 PROJECT

MAY 2003

### “Scent of a Man”

#### Introduction

As sex roles for men evolve, formerly feminine toiletry products such as fragrances, skincare products and hair colouring are being marketed to men. The male mass fragrance market is one of the most established male toiletry categories and is fairly mature and stable, with per capita expenditure high in both Europe and the US. The growth of the male fragrance market has been driven by consumer concern over external appearance. Some men use fragrance as a way of expressing themselves, and certain scents can be used to reflect the individual's personality.

In recent years, leading manufacturers have revamped and repositioned a number of mainstream mass-market fragrances in an attempt to attract new consumers. This was demonstrated by the launch of the Brut Aquatonic range by Elida Faberge, which had a strong appeal to younger males. Manufacturers have further segmented consumer targets to increase sales. There has also been a move away from the heavy fragrances of the 1980s towards lighter, fresher scents with a strong 'outdoorsy' appeal. This can be seen in the prestige products Davidoff Cool Water, and in the mass market by Brut Aquatonic and Faberge Fusion. There has also been a trend towards launching two fragrances – one for a man and one for a woman – under the same brand name. Initiated in the prestige sector, the “duo” strategy is now being used in the mass market.

Over the next 5 years, the European mass male fragrance market is set to grow. The challenge for fragrance manufacturers is to appeal to today's 25 and 35 year old males and ensure that as these men become the 50 and 60 year olds of tomorrow, that they have something relevant to offer them within their brand portfolio.

#### The Project

You are required to prepare a report as follows:

- Present an overview of the market for male fragrances in Europe, highlighting the major players and the main market segments existing. **15%**

P.T.O.

- Outline the buyer behavioural factors that need to be considered when marketing fragrances to the male market (make sure to address the relevance of cultural, social, personal and psychological buyer behaviour factors). **25%**
- Advise on a promotional strategy that can be used to promote male fragrances in the ***Irish*** market (make sure to consider the many promotional options available, not just advertising). **25%**
- Comment on the diversity existing within the European market and how this affects the marketing of male fragrances in Europe. **20%**
- Reference fully the theory you are studying and integrate it with the practical situation outlined in the above scenario. **15%**

**Additional Briefing Notes**

- A word count **MUST** be included as part of your 'Contents Page'.
- Candidates should **NOT** submit their projects in individual page plastic covers.

**NOVEMBER 2002**

**STATEMENT**  
**STAGE 3 PROJECT**  
**MAY 2003**

I hereby certify that:

- I have read the rules.
- This project is my own work prepared as part of my marketing examination.
- I have fully acknowledged all my sources.
- I have not made this project available to another student.

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

# PLEASE READ THESE RULES CAREFULLY

1. This project is an exercise in investigative study. Because it is not being prepared under examination conditions, style and presentation will be taken into account as well as content.
2. The project must be typed on A4 paper. It should be presented in a folder or loose binder. Your name, student registration number and your project title must appear on the title page. The pages should be numbered and there should be a Table of Contents.
3. A one-page abstract forms part of the completed project. This abstract should be a brief description of the **objective** to be achieved by the project, the **methods** used and the **conclusions** reached.
4. We would envisage that you would not be able to do justice to the topic in less than 5,000 words. On the other hand you should not exceed 7,000 words.
5. You must acknowledge all your sources; not to do so is **plagiarism**. Acknowledgement involves naming your source (report, textbook, website) in brackets at the relevant point in the text, and appending a bibliography at the end of your text. This should be in alphabetical order and should include the author's name, the title, the publisher and the city and date of publication. Web references should be as detailed as possible, not just the home page. The quality of your bibliography is an important element in the overall assessment of your project.
6. This project will be assessed and marked like the other subjects in **Stage 3**. You will not have passed **Stage 3** until you have passed the project.
7. The project is due by **FEBRUARY 11, 2003**. As time management is a major feature of the discipline of report writing, projects submitted after the due date will not be accepted. ***Students should, therefore, start work on the project immediately as excuses relating to mishaps (poor health, computer failure, typing) in the final week will not be accepted.***
8. A two-part project form is enclosed with this notice. Please complete **BOTH** parts and staple on the outside of front cover. One part of the form will be returned to you as acknowledgement of receipt.
9. Since the project is treated as an examination subject, The Marketing Institute staff **cannot** assist you with the interpretation of the brief or sources of information.
10. The same sanction applies to copying and to plagiarism: all subjects in the sitting are deemed to have been failed and the candidate may not register as a student with the Institute thereafter. **Please sign the statement overleaf and incorporate it into your project after the bibliography.**