



De La Salle University
D A S M A R I Ñ A S

A Marketing Plan for Unilever Philippines

Vaseline Shampoo

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I. Executive Summary

Unilever Philippines has established a strong standing in the personal care industry competing with other big companies. Continuous innovations are made to satisfy consumers at its finest. It is also competitively adapting through global changes to stay as one of leading companies not only here but worldwide. One of their breakthrough brands is the Vaseline shampoo which is known as the niche leader in shampoo industry. Family is known as its core identity. Over the past years, new and better brands entered the market and now, Sunsilk is the leader in shampoo industry in the Philippines. Vaseline remains a strong brand but grows slowly compared to other brands.

Vaseline shampoo promises to give healthy glowing hair for every member of Filipino family. Unfortunately, as years passed, consumers seem to notice and patronize other brands which can be observed as with eager promotions. Apparently, Vaseline shampoo seems left behind though it is still considered as the second leading shampoo brand in the Philippines. Upon knowing this, we marketers, became more interested in making a marketing plan, more of development plan of this brand.

Generally, we are aiming to transform Vaseline shampoo into more refined brand without moving away from its identity: family. We have based our 5P's according to our quantitative research done in the community. We are striving to make this brand as leading shampoo in the Philippines for a long run. We are determined to strengthen Vaseline shampoo image and augment the market share same as the profit in accordance with satisfying customers more than they expect with the improvement of this brand. The key to achieve the goals of this paper mostly relies on our product strategies carefully made and furnished based on our consumer insights just for the best outcome for the success of Vaseline shampoo.

II. Introduction

Vaseline Shampoo was launched on 2000. It was successful campaign. It quickly became the second biggest shampoo after the long standing leader Sunsilk who has the highest share and the leading brand of shampoo. It was the first brand to introduce the innovative double-chamber shampoo sachet offered for hassle free for entire family. Family has been at the core of the Vaseline's identity. It is the only shampoo makes the hair glowing, healthy hair and promotes togetherness and intimacy within family through its brand principles and values. Vaseline makes the hair healthy and healthy hair is the first step to make hair smell good and look good.

On 2008 they launched its BIGATIN sachet, and they also chose Maricel Soriano as a spokesperson on the brand's commitment to health and family. They took the leadership at 2011 but they remained second to Sunsilk. It also had a record of being the largest single variant shampoo in the Philippines reaching 17% market shares less than a year from its launch in 2000. New Vaseline Dandruff Care was launched in July 2006, as the only shampoo that has Milk Proteins and Germ-Fighting Formula that kill germs in the hair and scalp that cause dandruff. Hair loses proteins and need to be replenished to keep it healthy. They also launched 4 types of Vaseline shampoo namely: Vaseline Healthy Glow Shampoo with Active Aloe-Wheat Proteins, Vaseline Healthy Glow Shampoo with Amino Collagen Plus, Vaseline Healthy Glow Shampoo with Germ-Fighting Formula, and Vaseline Healthy Glow Shampoo with Photo-Lipid Plus. This launch took corporate market leadership from P&G in the hair category in 2001.

As of 2012, Vaseline shampoo is growing slowly than other leading brands. Aside from the tight competition between the brands, customers have also some complains about the product. Specifically, using the shampoo makes their hair itchy and upon using it, lice and dandruff are observed in their scalp. We want to find ways to change the formula of the product

and re-launched Vaseline as a better and stronger brand. The challenge of increasing the market share by extending and tapping new market segments is also part of the objectives. Aside from increasing the number of customers, this marketing plan also aims to strengthen the brand loyalty of the existing market, mothers by brand equity. We have seen a big potential of the Vaseline shampoo to beat them all if there will be a developed marketing plan for it. This will make a breakthrough to the Vaseline shampoo to be the top of mind of the consumers when it comes to shampoo. All these marketing efforts will be directed to the market to achieve the main goal of the marketers for the Vaseline shampoo: to replace Sunsilk in the number one spot as the leading brand in the Philippines. Aside from these objectives, we found Vaseline shampoo getting more interesting as we gain more knowledge about it because of its current situation today which is also discussed in this marketing plan.

III. Background of the Study

Vaseline Shampoo is the only shampoo brand in the Philippine hair care market that offers Amino Collagen Plus and has been a leading innovator in the Philippine Hair Care market. Parallel to other Vaseline skin care products such as face, hand and body lotion, Vaseline shampoo was also introduced in the Philippine market. The Vaseline shampoo is manufactured by Unilever.

Shampoo is a hair care product used for the removal of oils, dirt, skin particles, dandruff, environmental pollutants and other contaminant particles that gradually build up in hair. The goal is to remove the unwanted build-up without stripping out so much sebum as to make hair unmanageable.

Vaseline Shampoo was launched in 2000 with a single variant called Vaseline Amino Collagen Shampoo which restores proteins to hair so it remains soft, shiny and fragrant which are the key indicators of healthy hair. Collagen is a protein present in all the body's organs and tissues. It provides the matrix that sustains the body's structure. Its main function is to sustain tendons, skin and cartilage. It provides integrity, firmness and elasticity to their structures. Maximizing levels in your body will keep skin supple. Amino collagen in shampoo products have been shown to decrease or eliminate dandruff buildup. Amino collagen hair creams and greases also can be helpful when applied to dry hair. Because of Vaseline shampoo's single variant, Vaseline Amino Collagen Shampoo, it became a hugely successful campaign and quickly became the second biggest shampoo after the long standing leader, Sunsilk, gaining shares mostly from P&G brands. The good thing about Vaseline shampoo is that it doesn't include any formaldehyde (a derivative form of formaline famous for being used as a preservative) which

was said to be the culprit of hair loss. Other Unilever shampoos like Creamsilk and Sunsilk were said to have this toxic substance.

Vaseline Shampoo had the record of being the largest single variant shampoo in the Philippines reaching 17% market share in less than a year from its launch in 2000, arguably the most successful innovation in recent Unilever Philippines history. This launch took corporate market leadership from P&G in the hair category in 2001.

But unfortunately, some of the consumer of Vaseline Shampoo tells that the product causes them dandruff and lice. Not just flakes but itchy and swollen scalp as well. It happens to decrease its market share in the Philippines as it became cheaper than the other brand of shampoos. This negative identity of Vaseline Shampoo to some people cause the marketing researchers to examine and do research to people who used and are using this product according to their past and present experiences and how they are reacting to it. The researchers will put course of actions on how Vaseline Shampoo will get back to its growing market and look for an edge over its rival competitors.

Vaseline Shampoo contains many ingredients. Among them are BUTYLENE GLYCOL, CAPRYLIC/CAPRIC TRIGLYCERIDE, CARBOMER, CETYL ALCOHOL, GLYCERYL STEARATE, DIMETHICONE, DISODIUM EDTA, DISTEARLYDIMONIUM CHLORIDE, DMDM HYDANTOIN, ETHYLENE BRASSYLATE, a great big bunch of ingredients until you get down to WATER, and XANTHAN GUM. Among these chemical ingredients can affect itchy and swollen scalp.

First, is the Butylene Glycol that causes skin rashes and dermatitis, neuro-toxin that weakens protein and cellular structure since it is a cheap substitute for glycerin.

Second, is the Capric/caprylic triglyceride which is a combined triester, a blend of capric and caprylic acids. It is also known as fractionated coconut oil. Its most popular use is as an emollient (for calming, and softening out the skin), due to the fact that it is capable of rapid penetration. It is also very commonly found in vitamins, as it is an effective dispersing agent. In certain instances, people might experience a reaction to capric/caprylic triglyceride. As a result, consider testing it out before applying it on the skin in large amounts. Some possible side effects and reactions include rash, redness and itchiness.

Fragrance can also affect itchiness on skin/scalp. It is what gives shampoos their pleasing scents. Sometimes fragrance agents are identified by name--geraniol, linalool and citronellol are just some examples of naturally-derived fragrance chemicals. Sometimes the term "fragrance" is listed among ingredients. Unfortunately, a listing for fragrance or parfum can indicate the presence of up to 4,000 different chemicals, as noted by "Cosmetics Unmasked." Among the chemicals that "fragrance" may indicate are organic chemicals, such as the aforementioned fragrance agents, or less obvious ingredients, including acetone, an ingredient in nail polish remover, formaldehyde, and tissue preservative. Organic chemical ingredients in fragrance may trigger an allergic reaction to those with plant sensitivities; people who are allergic to roses and geraniums may find themselves with a sore or rash after exposure to geraniol. Citronellol and linalool are derived from citrus fruits, which are highly acidic, altering the pH level of skin and causing sores. Any number of chemical ingredients in the generic "fragrance" listing has the potential to cause scalp sores. Even essential oils used in organic or natural shampoos can cause allergic reactions that lead to sores on the scalp.

IV. Current Marketing Situation

A. Product Situation

The industry of personal care products including shampoo has created breakthroughs in many aspects to satisfy consumers. Over the past years, different brands of shampoos developed their product by mainly producing varying variants of their offerings. These varieties include shampoos for hair treatment to hair fall and damage, dandruff and dullness, also germ protection, scalp nourishment, protection from UV rays, hair strengthening, color shine and of course healthy hair. This drive growth in hair care regime making manufacturers to aggressively market these products stimulating a demand to the market.

Innovations greatly contributed the evolution in shampoo products from overall benefit of shampoo into single and specialized benefits for each variant. Hair care is essential not only for the sake of hygiene but also in self-esteem. Manufacturers also explore seasonal treatments such as those during summer time. In addition, hair care companies are expected to start creating more “professional” lines to create further differentiation from each brand.

Unilever continued to build on its lead in hair care in 2011, strengthening its position as the top manufacturer of hair care products which held a 41% share of overall value sales in hair care. The strong performance of its brands Cream Silk and Sunsilk continued to be the main contributor to sales, while its Vaseline and Clear brands continued to grow slowly.

Vaseline Shampoo has been a leading innovator in the Philippine Hair Care market. Family has been at the core of Vaseline’s identity. It quickly became the second biggest shampoo after the long standing leader, Sunsilk, gaining shares mostly from P&G brands continuing to grow strongly having seven variants opposite to Vaseline which continued to grow slowly having four variants: Soft&Smooth, Itch&Dandruff, Thick&Shiny and Clean&Fresh.

B. Market Situation

Usually, hair care companies are known to sell their wide variety of shampoo brands mostly for active females in teenage and young adults. They are more conscious in choosing a perfect brand for their hair than other market segments. Today, marketers considered the growing consumers for the brand including other segments aside from females.

Unlike other nationalities, Filipinos uses shampoo as a part of their hygiene routine. According to consumer data, fifty out of approximately eight-eight million Filipinos bathe daily using 4.5 ml of shampoo which cost around ₱1.20 per bathing .The market size is twenty billion. Considering this massive market, brands of shampoo have tight competition in positioning themselves to the consumers to create market share. Age of the consumer, Price, and Benefits of the product are the main segments considered in the industry since all the brands sell their products nationwide and most of them even worldwide.

Vaseline primary target market (PTM) are budget conscious mothers aging 28-37 years old, social class AB and C, married with kids, working moms or plain housewives in charge of the family's monthly budgeting, taking a bath at least twice a day and demand soft, manageable and healthy hair that would satisfy the needs of every family member at a budget friendly price. Vaseline is a niche leader having main strategy to dominate the niche market of the budget conscious mothers whose desire is to satisfy and meet the needs of her family. It has a very reasonable cheaper price as compared with top competitors but still offers the best value for money. Mothers pay for health benefits and Vaseline is a shampoo that restores proteins to hair leaving it healthy and glowing cheaper than other brands satisfying their need and demand. Vaseline niche is P3.5 Billion (or 17%) market share less than a year from its launch in 2000.

In terms of Market Share, Sunsilk has 30%, Vaseline has 17% and Rejoice has 15%. Based on Unilever data, Vaseline shares 17% of the total market size which is PHP20 billion. Unilever Philippines annual sales data is P24 billion says Vaseline sales may be P3.5 billion. Vaseline shampoos no longer have superior displays on the market's shelves much like its other competitors like Sunsilk and Rejoice. Based on the chart, other brands are cheaper in retail packaging however, Vaseline is cheaper in bottle packaging (actual retail price at Save More, July 3, 2012).

Packaging	Price per pack	Unit price per ml			Unit price per LITER			Daily ** Consumption
		Sachet* 18 ml	Bottle 275ml	Pouch/Refill 275 ml	Sachet* 18 ml	Bottle 275ml	Pouch/Refill 275 ml	
Vaseline 6 sachet pack	28.75	0.27	-	-	266.20	-	-	1.20
Vaseline 275ml bottle	99.75	-	0.36	-	-	362.73	-	1.63
Vaseline 275ml refill	82.75	-	-	0.30	-	-	300.91	1.35

*one sachet is composed of 4 chambers

**equivalent to one chamber of 4.5ml shampoo

Packaging	Price per pack	Unit price per ml		Unit price per LITER		Daily ** Consumption
		Sachet* 16 ml	Bottle 180ml	Sachet* 16 ml	Bottle 180ml	
Rejoice 6 sachet pack	27.75	0.29	-	289.06	-	1.16
Rejoice 180ml bottle	84.75	-	0.47	-	470.83	1.88

*one sachet is composed of 4 chambers

**equivalent to one chamber of 4ml shampoo

Packaging	Price per pack	Unit price per ml		Unit price per LITER		Daily ** Consumption
		Sachet* 13.5 ml	Bottle 180ml	Sachet* 13.5 ml	Bottle 180ml	
Sunsilk 6 sachet pack	24.75	0.31	-	305.56	-	2.06
Sunsilk 180ml bottle	89.75	-	0.50	-	498.61	3.37

*one sachet is composed of 2 chambers

**equivalent to one chamber of 6.5ml shampoo

D. Distribution Situation

Distribution choices must take into account the nature of the product. Typically, the more complex and/or expensive an offering, the more it will benefit from direct selling. Household goods that have fairly standard features, low cost and a relatively long shelf life, like shampoo, can be distributed through a wide array of stores and websites. Shampoo is sold in almost every supermarket, drugstore and utility shop. The distribution is very intense and goes from the manufacturer to the retailers. The retailers supply the shops where the customer can eventually buy it. The customer finds shampoo mostly in the body product department, which is often located close to the till. Due to the intense distribution, the information provided by adverts is therefore very simple. It would not be sensible to include much information on the product distribution as most of the products are available in a wide range of shops.

The producer's homepage is often provided for reference and if any customer would like additional information, as seen in many of the examples in the marketing portfolio. The distribution of shampoo is mainly a "push" strategy i.e. the consumer is presented with a wide range and variety of products to choose from. The production of shampoo is decided by the company and tends to follow and attempts to predict trends in society. It is a product that is advertised on television, in newspapers, magazines, as well as online.

Shampoo is a product that is used on an every-day basis and it is presented in abundance in a wide range of stores, hence, the producers have to put an effort and convince the customer that their particular product is really worth buying. Therefore, the advertisement strategy has to be addressed directly to the customer, who goes to the shop and sees the product, associates it with the advert and buys it. Without this strategy, the customer would not be familiar with the product and therefore would choose for another brand.

E. Macro-environment Situation

In the Macro-environment situation, it comprises factors that are generally beyond the control of the organization but to which the organization may need to adapt to sustain its competitiveness over the long term. It affects the industry, the product or the business itself. One factor that affects the product's environment is the Socio-cultural environment. This is because it affects the family and the life status since family intimacy is one of the product's objectives and one of their markets is the family. Also, in the Cultural Environment, there was a belief that Vaseline shampoo's products can cause head lice problems. The belief speeded but to the fact that the product has coconut content and petroleum jelly, other consumers believed that it would not be a problem at all. Socio-cultural and cultural environment is one of the macro-environment's factors that affects the product itself. Technologically, Unilever continues in innovating new formula for variants of Vaseline shampoo specializing different hair problems/enhancements. Economically, purchasing power of consumers affects the sales of the product either positive or negative.

V. Opportunity and Issue Analysis

S-Strength	<ul style="list-style-type: none"> • Vaseline is only the shampoo that has Amino Collagen for nurturing the hair. • Its positioning focuses on the families. • It has many variants. • Strong Brand Image • Strong sales and distribution network • It can make your hair soft and shiny.
W-Weaknesses	<ul style="list-style-type: none"> • Stock-out problems in semi- urban and rural areas • Lack of promotion like commercials, print ads, etc. • Since it is classified as niche marketing, it focuses in only one target market. • Customer's negative experiences using Vaseline shampoo like itchininess and too strong smell. • Slow growth.
O-Opportunities	<ul style="list-style-type: none"> • Product line extension • Population growth rate • High urbanization rate • Evolution of promotion approaches like social media sites. • Can be exported to other countries. • Fast-growing economy of our country
T-Threats	<ul style="list-style-type: none"> • High inflation rate • New competitors • Complaints of users • It is in maturity stage so it may be slip down if the brand/product can't be carried out. • Change in manufacturing technology. • Low purchasing power of consumers.

The strengths of Vaseline shampoo are its unique formula in shampoo which is Amino Collagen, the positioning focuses on families which is unusual to other brands, has four variants besides from Vaseline Naturals which makes your hair soft and shiny. Also, it have already established strong brand image resulting to strong sales and distribution network.

The weaknesses of the brand are stock out problems, lack of regular and consistent promotion, limited focus of target market, consumer dissatisfaction about the brand and slow growth in industry.

The opportunities seen by the Unilever for Vaseline Shampoo are product line extension, population growth rate which can increase market share, high urbanization rate, evolution of promotion approaches like social media which can be a medium for viral marketing, exporting and the fast-growing economy of our country.

The threats are high inflation rate where the price increases but purchasing power of consumers decreases, entry of new competitors, change in manufacturing technology, low purchasing power of the consumers and the threat of going decline from its present maturity stage if the product can't be carried out well.

Issues:

- > Many people complain the negative effect of using Vaseline shampoo which is itchiness, and an agent of lice and dandruff.
- > Changing the formula of the product might also change the preference of customers which may result to unmet expectations.
- > Chemical contents of shampoos which causes more damage to hair especially hair fall.

VI. Marketing Objectives

A. Market Share

In the last 2010, Shampoo sales proved the most profitable for the Philippines hair care market, generating total revenues of \$281.7 million (P3.56 billion), and equivalent to 64.4% of the market's overall value. The performance of the market is forecast to decelerate, with an anticipated compound annual growth rate of 5.7% for the five-year period 2010-2015, which is expected to lead the market to a value of \$577.5 million (7.29 billion) by the end of 2015. The earlier market share of Vaseline Shampoo was based on the competitor's data. The market size for shampoo is about P20 billion and the Vaseline shampoo claims to have a 17% of total market share. Also, based on the Unilever Philippines data, their annual sales data is P24 billion, having the Vaseline's sales of P3.5 billion. Targeting a new segment which is single females, we will be aiming to grow Vaseline shampoo's market share from 17% into 25% by the end of 2016. If this will be accomplished, Vaseline shampoo will replace Sunsilk into number one spot of leading shampoo brand in the Philippines.

B. Profitability

Unilever wants to aim a strong growth, acceleration in emerging markets and an improvement in value shares. They aim to double size of the business while reducing the impact on the environment. Their strategic focus is to drive profitable volume growth, ahead of their markets. They want to increase underlying operating margin steadily and sustainably and generate strong cash flow and lower their average trade working capital. Estimating the cost of re-launching Vaseline, considering the laboratory testing, formula development, packaging modification, promotions and distribution, two million pesos at most would be spent. By the end of 2015, total profit of P4.5 billion is targeted to be reached with P1 billion profit raise.

VII. Marketing Strategies

A. Product Strategies

Vaseline shampoo, in present has successfully made itself as really different brand from its competitors in terms of market, features and even image. It is well known as affordable but gives customers worthy feeling of satisfaction. Innovation of Unilever led into four variants of this shampoo.

In line with brands of Unilever, Vaseline shampoo is growing slowly. Customers seem to prefer other brands. Based on the quantitative research we have done using surveying of one hundred respondents who already experienced using Vaseline shampoo, the top comment they indicated is upon using the brand, they observed itchiness and lice in their scalp so they stopped buying it. If this continues, Vaseline shampoo will possibly suffer to profit fall and even reach the decline stage. Studying the feedbacks of consumers, it appears that they are not only after to healthy and beautiful hair but they also consider the ease of their hair to the shampoo.

The original Vaseline shampoo which is Naturals which is 2-in-1 shampoo and conditioner has formula of lemon which helps to prevent dandruff. But, it is not yet well-known to people and this innovation not created impact to consumers. The strategy that we think will solve this dilemma customers that seems Unilever do not realize yet is to enhance the formula of the shampoo. As cited, fragrance is also a factor to itchiness caused by Vaseline shampoo so the intensity of the smell might be as well reduced or better alternative chemical with identical odor can be supplanted. Of course, this action is not easy so Unilever should seek for expert body with regards to shampoo formulation. After this, when the improved product is done, sample testing will be done in order to assess if the quality is enhanced and the itchiness is gone fulfilling its brand promise of healthy glowing hair.

B. Target Market Strategies

One of the factors that made Vaseline shampoo as a strong brand is because of its niche marketing where its only target market is budget conscious mothers who want to meet and satisfy the needs of her family including shampoo. Basically, the life stage of this market is married, with kids and either working or plain housewife as long as in charge of family budget. Though this marketing approach brings success to Vaseline, there is still an opportunity of tapping new market that will expose Vaseline shampoo more to its competitors that will possibly result to gaining more profit and stronger brand image.

Together with the improved Vaseline shampoo product, we will augment two new target markets: house husbands and single females. House husbands will be the other side of mothers who is the house manager of the family. With the same profile as mothers, Vaseline shampoo will also be the brand which generally house managers will choose and buy for their family to suit and satisfy their need with low cost spent. Another market is single active females with buying power who wants healthy glowing hair without spending so much money for it. This will show that Vaseline shampoo is not requiring buyers with family but also budget conscious females desiring to have healthy, beautiful and glowing hair.

C. Positioning Strategies

Vaseline shampoo positions itself as the only shampoo that gives glowing, healthy hair and has always been to promote togetherness and intimacy within the family through its brand values and principles. Family has been the brand association of Vaseline shampoo from its launch until today. Unlike any other brands, Vaseline shampoo is not only created and continually innovated for self-actualization of an individual but for giving the appropriate need

of other family members achieving the sense of happiness in satisfying their needs. This is also part of its unique selling proposition to customers.

This positioning will continue to support the new and improved product of Vaseline shampoo. Even having single active females as target market, this is still being applied with her family even not of her own. With strategic and good communicating of this image to consumers, Vaseline shampoo will not only generate more profit but create more appeal to customers and stronger brand image.

We are also going to reinforce its tagline showing to valued consumers what the new and improved Vaseline shampoo can do, promise and offer more to them especially to the hair of their family: "Strong inside, grows more beautiful outside".

D. Pricing Strategies

Based on the prices of variants and sachets of Vaseline shampoo, strategies are value-based pricing and psychological pricing. In value-based pricing, the brand is priced based on its value or performance that a customer can get in buying the brand. Vaseline also used psychological pricing where it positioned itself as a shampoo brand with lower cost but delivers best value to customers. As a part of reinforcing the new and improved Vaseline shampoo brand, bundled pricing will be a part of its promotion. Considering that there are four different variants of Vaseline, there will be a two variants in one pack with lower price compared when a customer buy two separate variants. Another is one variant will be packed with other Vaseline product which is liquid bath soap. Quatro sachets will also have 20% more in size with the same retailer price. This will possibly last for one year after the launch of new and improved shampoo depending on the response of customers. Specifically, a variant of 300 ml of Vaseline shampoo costs Php 99.75; Quatro pack costs Php 5.00 SRP with 6 sachet pack priced at Php 28.75 and 300

ml refill packs is priced Php 82.75. At this rate, Vaseline shampoo is 23% cheaper than Rejoice and 27% cheaper than Sunsilk.

E. Distribution Strategies

Like traditional consumer goods distribution approach, Vaseline shampoo has also Producer-Wholesaler-Retailer distribution channel model or Two-level Channel. This covers broad distributing channels and reached nationwide outlets like supermakets, drugstores, market stalls and sari-sari stores picked up directly by customers. This enabled Vaseline shampoo grasp its target market and have successfully gained 17% market share. There is Vaseline shampoo everywhere so customers have no problem buying it when the need comes. Unilever is also able to adapt in change when it comes to customer's medium in purchasing the product. Online shopping is also a way now to buy Vaseline shampoo. It is also available in other countries like India, Netherlands and Middle East.

F. Promotion Strategies

One of the highly successful brands upon launching of Unilever is Vaseline shampoo which quickly attained the ranking as second-biggest shampoo nationwide. While it was very heavy into both consumer and trade promo, it did not neglect advertising. It invested in advertising for at least two important reasons. One is that promo's extent and speed of reaching the target consumers is limited by where it is taking place, namely, in the retail stores. A much wider coverage and a much quicker reach is advertising's asset, not promotions. The other reason for the need to advertise relates to the need to persuasively communicate Vaseline Shampoo's product message or what's known today as its "consumer value proposition" (CVP). The brand's CVP promises that "Vaseline Shampoo restores proteins to hair so it remains soft, shiny and fragrant – the key indicators of healthy hair." It is in the character of advertising to do this job of

persuasively communicating this CVP. Promotion's role is somewhere else; it's in following through the persuasion with the incentive for the persuaded consumers to take action, purchase action in favor of the advertised Vaseline Shampoo. Vaseline made use of funny and enjoyable TVads, commercials promoting family relationships, jingles and songs. Glowing Inside is title of the commercial's theme song from Vaseline Shampoo. This advertisement was shown on Philippine TV on January 2006 featuring Nikki Gil. The song became a famous graduation song because it talks about mothers' unconditional love and endless care for their children. It pays tribute to the graduates of 2006 including the mothers behind them. This become a remarkable advertisement for Vaseline shampoo showing mothers going beyond from just healthy glowing hair into dream of glowing future for her child. Another is the "Uno, Dos, Tres, Quatro" jingle in commercial featuring quatro sachet of Vaseline shampoo.

The concept that will be used in re-launching the renowned Vaseline shampoo will also concentrate in family relationship to show consistency and for easy adaptation of customers. Soft sell strategy will still be used with a touch of highlighting the evolution of more valuable Vaseline shampoo in its promotion materials and advertisements. The family of Carmina Villaroel-Legaspi will still be the endorsers of the brand. There will be TV, Radio, Print and Radio advertisements and also online ads which will also be the medium for public relations to reach new target markets, single active females. Social media sites and forums will also be the factor to measure the effectiveness of advertisements and also for consumer insights. Outdoor Advertising or OOH will also be used like transit and grocery ads. The difference will be the idea execution of ads where it shall communicate that not only mothers can buy the product but also single working females who wants healthy glowing hair as well as with her family.

Previous print ads of Vaseline shampoo:



Clips of previous TV ads



G. Packaging

The packaging of the brand will also portray the target markets :single females and mothers with her family as end user. With the renewal of the design of the Vaseline bottle, the markets we are serving will be enticed by its new appearance and will be drawn to purchase it. The thought of purchasing the Vaseline shampoo will be even more reinforced when they see that it is from an established brand therefore, there will be no need of lowering the price of our product to entice customers to purchase the product. We have observed that compared to other brands of shampoos in a shelf, Vaseline does not stand out in terms of its packaging. The color is too dull and bottle is too plain. We are not aiming to make Vaseline shampoo as sophisticated as other brands, but we want to improve it without shifting its positioning as simple and family-like.

VIII. Financial Analysis

INCOME STATEMENT								
(unaudited)								
Fourth Quarter				€ million	Full Year			
2010	2009	Increase/ (Decrease)			2010	2009	Increase/ (Decrease)	
		Current rates	Constant rates				Current rates	Constant rates
Continuing operations:								
10,819	9,659	12.0%	3.7%	Turnover	44,262	39,823	11.1%	3.6%
1,461	972	50%	39%	Operating profit	6,339	5,020	26%	19%
72	(286)			Restructuring, business disposals and other (RDIs) (see note 3)	(281)	(868)		
1,389	1,258	10%	2%	Underlying operating profit	6,620	5,888	12%	6%
(85)	(137)			Net finance costs	(394)	(593)		
22	15			Finance income	77	75		
(115)	(119)			Finance costs	(491)	(504)		
8	(33)			Pensions and similar obligations	20	(164)		
16	12			Share in net profit/(loss) of joint ventures	120	111		
(4)	12			Share in net profit/(loss) of associates	(9)	4		
15	346			Other income from non-current investments	76	374		
1,403	1,205	16%	9%	Profit before taxation	6,132	4,916	25%	18%
(361)	(299)			Taxation	(1,534)	(1,257)		
1,042	906	15%	6%	Net profit	4,598	3,659	26%	18%
Attributable to:								
87	75			Non-controlling interests	354	289		
955	831	15%	6%	Shareholders' equity	4,244	3,370	26%	18%

Combined earnings per share								
0.34	0.30	14%	5%	Total operations – basic (Euros)	1.51	1.21	25%	17%
0.33	0.29	14%	5%	Total operations – diluted (Euros)	1.46	1.17	25%	17%

According to the 2010 full year and fourth quarter results released by Unilever Philippines, here are the highlights for the year:

- Turnover was up by 11.1% at €44.3 billion, with 7.3% due to currency.
- Underlying volume growth 5.8%. Underlying sales growth 4.1% and underlying price growth (1.6%); in-quarter pricing flat for first nine months, positive in the fourth quarter.

- Underlying operating margin up 20bps with increased investment in advertising and promotions up 30 bps, funded by higher gross margins and lower in direct. Margin underpinned by savings of €1.4 billion.
- Healthy free cash flow of €3.4 billion reflecting continuing improvement in working capital.
- Fully diluted earnings per share €1.46 up 25%.

It is estimated that shampoo market size is 20 Billion pesos and the Vaseline Shampoo market share is 17%. Therefore, Vaseline sales are at 3.4 Billion pesos as of 2012. Vaseline shampoo has come a long way since January 2002 where when the sales were at 591 Million pesos, the Vaseline shampoo market share was only at around 58 Million pesos which was 9.9% of the market share.

Observing the annual profit of Unilever and also Vaseline shampoo, it shows significantly that the financial status of both company and the brand itself is in good shape and competent enough to other big companies. Executions of strategies regarding Vaseline shampoo in this marketing plan will be easier providing that Unilever has enough or maybe more than enough funds or resources to support the changes and developments of Vaseline shampoo in all terms and aspects given. Good financial standing of Unilever made it more respectable and steadfast in the industry.

Present Packaging



IX. Action Plan

1. Vaseline Shampoo's packaging will be changed, making the color of its packaging brighter. Because of its sluggish appearance on the market shelves, it may be one of the reasons why the product competitors of Vaseline shampoo are more noticeable. We will make Vaseline shampoo more predominant on the market shelves by changing its packaging and design of Vaseline Shampoo bottle.
2. Vaseline Shampoo is growing slowly that may lead to its declining stage. Based on the survey we have done, more of the respondents' comments are that Vaseline shampoo makes their scalp itchy and sometimes could lead lice on their scalp. Therefore, we are suggesting to Unilever to have a careful experimentation on chemical formula used in Vaseline Shampoo on how it makes most scalp itchy. Then have a substitute on the formulation of its product that makes scalp itchy. After the new and improved Vaseline shampoo is done, sample testing will be done.
3. Aside from the budget conscious mother that is the only target market of Vaseline Shampoo, we will build up new target markets: House husbands and single females. We are moving forward to make Vaseline shampoo the number one brand in the shampoo market with the emergence of social networking sites as a tool for marketing and connecting with the target market. We will use Online Advertisements and increase the social networking activity by making use of fan pages on Facebook, blog website and forums for Vaseline Shampoo as a medium for Public Relations especially with the single females as new target market.
4. As part of reinforcing the new and improved Vaseline shampoo, bundled pricing will be part of its promotion. There will be two variants in one pack with lower price compared

when a customer but two separate variants. Quatro sachets will also have 20% more in size with the same retailer price. This will possibly last for one year.

5. In order for the Vaseline Shampoo's product message to be communicated with the target market, we will use advertisement that concentrate in family relationship intimacy while bringing attention to the evolution of Vaseline Shampoo to bring brand awareness. For TV Ads, we will use Villaroel-Legazpi family as endorsers. There will also have Radio and Print Advertisements. Outdoor Advertising or OOH will also be used like transit and grocery ads. Also, we will be more aggressive to make Vaseline shampoo as the brand in top of mind of the consumers by stressing in our promotions and advertisements its brand promise with a tagline "Strong inside, grows more beautiful outside".
6. We are moving forward to making Vaseline shampoo the number one brand in the shampoo market. With the emergence of social networking sites as a tool for marketing and connecting with the target market. We will make online promos to encourage participation of people. Also, interaction between the customers and the brand manager of Vaseline shampoo for better relationship. "Know more about" information will also be provided to people to give them more access to Vaseline shampoo.
7. Public relations will also be a part of re-launching where Vaseline shampoo will be sponsoring family-related activities like family planning seminars and for non-family activities (for single female target market), we will sponsor programs or events in their workplace like fun-run where they usually attend.

X. Appendices

Our survey questionnaire is composed of five questions. The first three questions are asked for the identity purposes of respondents. One-hundred respondents have already experienced using Vaseline shampoo. In terms of gender, forty males and sixty females are surveyed. Below are the corresponding tallies for each question asked in the survey which results are used to determine consumer insights for Vaseline shampoo.

Age:

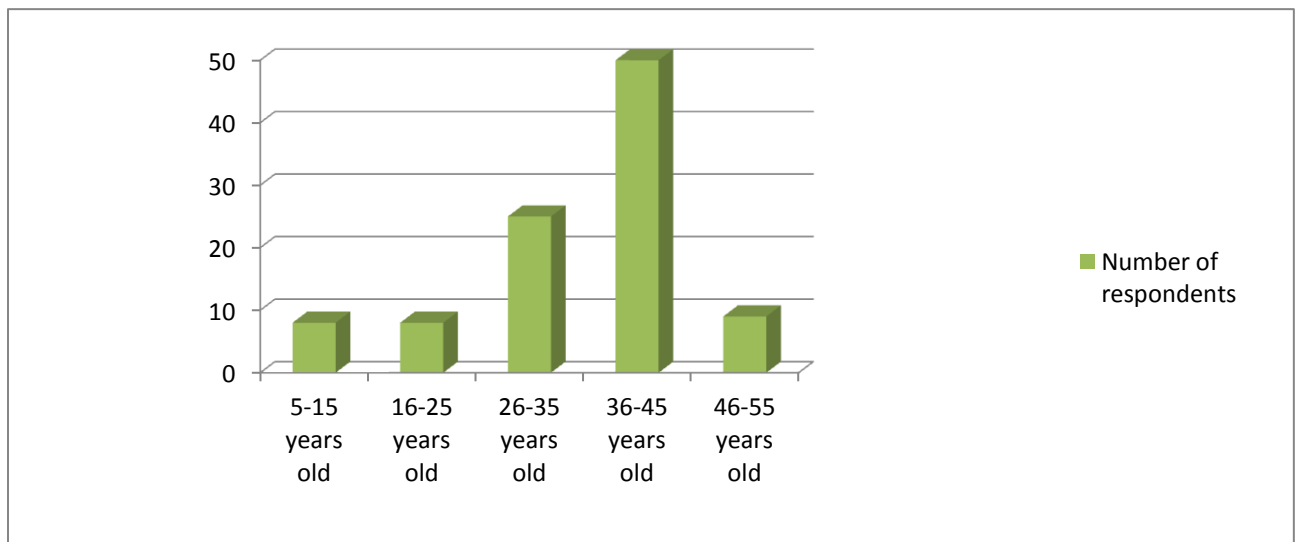


Figure I.

The chart shows the number of respondents in terms of age where there are eight respondents who are five to fifteen years old belonging to Millennium Generation; eight respondents who are in sixteen to twenty-five belonging to Generation Y; twenty-five respondents who are in sixteen to twenty-five belonging to Generation Y; twenty-five respondents who are in twenty-six to thirty-five years old belonging to Generation X; fifty respondents who are in thirty-six to forty-five years old belonging to Baby Busters ; and nine respondents who are in forty-six to fifty-five years old belonging to Baby Boomers. The top two in number of respondents are both ages categorized in Generation X or Baby Busters which our target market, mothers and single females usually falls into.

Satisfaction:

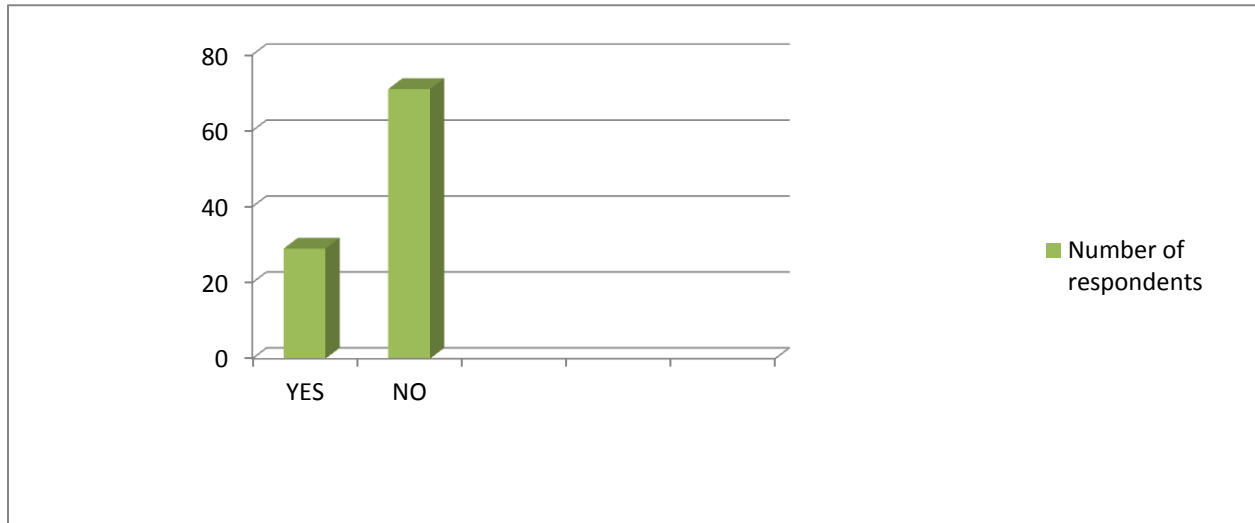


Figure II.

The chart shows the tally for question number three which is “Are you satisfied using Vaseline Shampoo?” Out of one hundred respondents, only twenty-nine answered yes while seventy-one answered no. Therefore, we have proved that Vaseline shampoo needs improvement to satisfy consumers and retain loyal customers.

Comments:

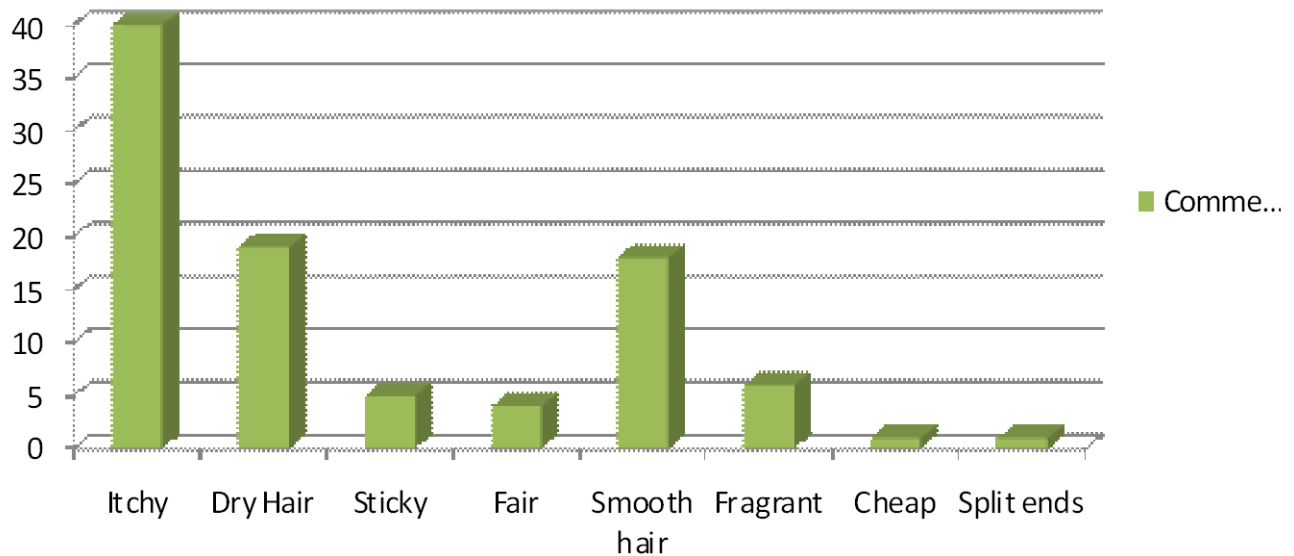


Figure III,

The chart shows the comments that respondents wrote about their experiences in using Vaseline shampoo. The top numbered comment is itchy/dandruff/lice with forty respondents; dry/dull hair with nineteen respondents; smooth/soft hair with eighteen respondent; fragrant with six respondents; sticky with five respondents; fair enough with four respondents; cheap and split ends with both 1 respondent. Evaluating these comments the top three out of eight are itchy, dull and smooth having two negative and one positive comment. The results evidently show that Vaseline shampoo needs product development specifically in terms of its formula which affects the scalp/hair of a person using it especially if regularly.

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