

Marketing mix

This slide represents marketing mix for Unilever - product, place, promotion and price. It includes description and strategies for 4Ps.



Unilever Marketing Mix Ppt

KJ Lindholm-Leary



Unilever Marketing Mix Ppt:

Who Owns Whom, 2007 **Unilever. A Strategic Analysis** Richards Macdonald, 2013-07-10 Seminar paper from the year 2012 in the subject Business economics Offline Marketing and Online Marketing grade A University of Cambridge language English abstract Unilever is a London based fast moving consumer goods company that sells its products in nearly 200 countries However it is neither the largest packaged consumer goods or food company as it has fiercely competitive rivals In recent years new corporate leadership has instituted changes including a new mission and a new vision These have resulted in a more positive relationship with consumers a better public image and an increasing presence in developing countries Still our strategic analysis of the company shows impending threats that can damage Unilever's margin of profit and global stake in the fast moving consumer goods industry New brands mounting competition and an increase in taxation and regulations are mounting obstacles to Unilever's continued success In order to overcome these and other future vulnerabilities Unilever needs to continue its product and information technologies developments introspection campaigns and external monitoring Company Profile Unilever is an Anglo Dutch company that consists of over 400 brands focused on health and wellbeing Unilever 2013a Unilever sells its products to more than 190 countries and belongs to the fast moving consumer goods FMCG industry Specifically it is the second largest packaged consumer goods firm after Procter Gamble P G and it is the third largest food company after Nestle and Kraft Foods While Unilever is based in London England it sells food home and personal care products over all major continents Unilever was formed when the Dutch margarine company Margarine Unie merged with the British soapmaker Lever Brothers in 1930 The two companies decide to combine since they were often competing for the same raw materials oils and fats to make their products Today Unilever has adopted a new mission to **Marketing 3.0 Values Driven Marketing** , **Unilever's Mission for Vitality** David Austen-Smith, 2017 Dove and Axe were two highly successful brands owned by Unilever a portfolio company Dove was a female oriented beauty product brand that exhorted real beauty and not the unachievable standards that the media portrayed In contrast Axe was a brand that purportedly gives men the edge in the mating game Their risqu commercials always portrayed the supermodel type beauty ideal that Dove was trying to change Unilever had always been a company of brands where the consumer knew the brands but not the company but recently there had been the idea to unify the company with an umbrella mission for all of its brands This would turn Unilever into a company with brands potentially increasing consumer awareness and encourage cross purchases between the different brands However this raised questions about the conflicting messages between the brands marketing campaigns most notably between Unilever's two powerhouse brands Dove and Axe The case begins with COO Alan Jope anticipating an upcoming press meeting in New York City to discuss Unilever's current i e 2005 performance and announce Unilever's decision to create an umbrella mission statement for the company This case focuses on the central question of whether or not consistency between brand messages is necessary or inherently problematic The Unilever's

Mission for Vitality case was created to help students and managers develop an appreciation for how the values underlying a marketing campaign can affect and alter an organization's culture. The case focuses on how two products and marketing campaigns that express conflicting underlying values as reflected in the Dove Real Beauty and the Axe Effect campaigns within the same corporation can give rise to a number of unintended organizational and marketing complications.

Strategic Analysis Of Unilever Harry Mwololo, 2018-06-26 Essay from the year 2018 in the subject Business economics Miscellaneous grade 2 Stanford University language English abstract Unilever headquartered in London United Kingdom and Rotterdam Netherlands is a Dutch British transnational consumer products business organization. Unilever is currently the third biggest consumer products company around the world behind the leaders Procter and Gamble at position one and Nestle at position two. It is the global producer of food spreads like margarine. The company's products include cleaning agents, food products, beverages, and personal care products.

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