



MENTHOLATUM

YONG FANG, JIA MIN, NAREN, SHAFIQQA

ABOUT THE BRAND

- ❖ **Acnes Medicated Skincare – Number 1 medicated skincare brand in Japan**
- ❖ **Mentholatum Acne is the new line of Acne care products developed by the Mentholatum company**
- ❖ **Successful in the Asia region**
- ❖ **Wants to create awareness of this product to fight competitors and get more customers.**



PESTLE

Political	Political stability, trade restrictions
Economic	Economic growth, interest rate, exchange rate, inflation rate etc.
Socio-Cultural	Health (beauty) consciousness, population growth rate, age distribution, career amplitudes.
Technological	Rate of technology change, technology innovations, global communication and technological advances.
Legal	Discrimination law, consumer law, employment law, health and safety law etc.
Environmental	Recycling, attitudes to environment from government, media and consumers.

SWOT ANALYSIS

STRENGTH	<ul style="list-style-type: none">• Kill Acne Bacteria FAST• Conditions skin to resist acne• Acnes Cleanse , Tone, Moisturize and Treat acne-prone skin• Gentle enough for daily use.
WEAKNESS	<ul style="list-style-type: none">• Not many people are aware of the product

OPPORTUNITIES

- **People want products to be very effective and work very well when regarding to treating acne problems**
- **Most people find that the current product that they are using is rather mild. Which also means they are not highly satisfied yet**
- **Acne problems do affect the people's confidence**
- **People are frustrated that it takes very long to heal**

THREATS

- **Market has quite a number of competitors**

COMPETITORS

- **T3**
- **Garnier**
- **Clean and Clear**
- **Ginvera**
- **Avene**

WHAT THEY ARE DOING

- **TV advertisements**
- **Advertisements on public transportation**
- **Advertisements in magazines**
- **Free test samples**
- **Advertisements before/during youtube videos**






SEGMENTATION

Demographic Variables	-Gender -Age -Income per month
Psychographic Variables	-Personality(e.g. How does acne impact your emotional feelings?) -Values
Behavioral Variables	Usage rate

MARKET PROFILES

Type	Demographic Profile	Psychographic Profile	Behavioral Profile
The sporty teen	Gender: Male and female Age: 12-17	Personality: Likes to play sports, perspires a lot Values: health conscious	Usage Rate: Very often
Teens with sensitive Skin	Gender: Male and Female Age: 12-17	Personality: It varies and want something that can help them Values: image conscious	Usage Rate: very often
The internet gamer	Gender: Males Age: 12-17	Personality: Likes staying home to play games, not very concerned with appearance, introverted Values: not very image or health conscious	Usage Rate: Medium usage

TARGET

Type	Size %	Growth Potential	Structural Attractiveness (Income/ month)	Compatibility with Company's Objectives and Resources
The sporty teen	37%		Less than \$200 but has sufficient buying power	Cares for image and health
Teens with sensitive Skin	9%			Cares more for image
The internet gamer	38%			Not much time to care for health or image

POSITIONING

Differentiator:

- Prevent pimples before they strike
- Gentle enough for daily use
- Conditions the skin to prevent acne

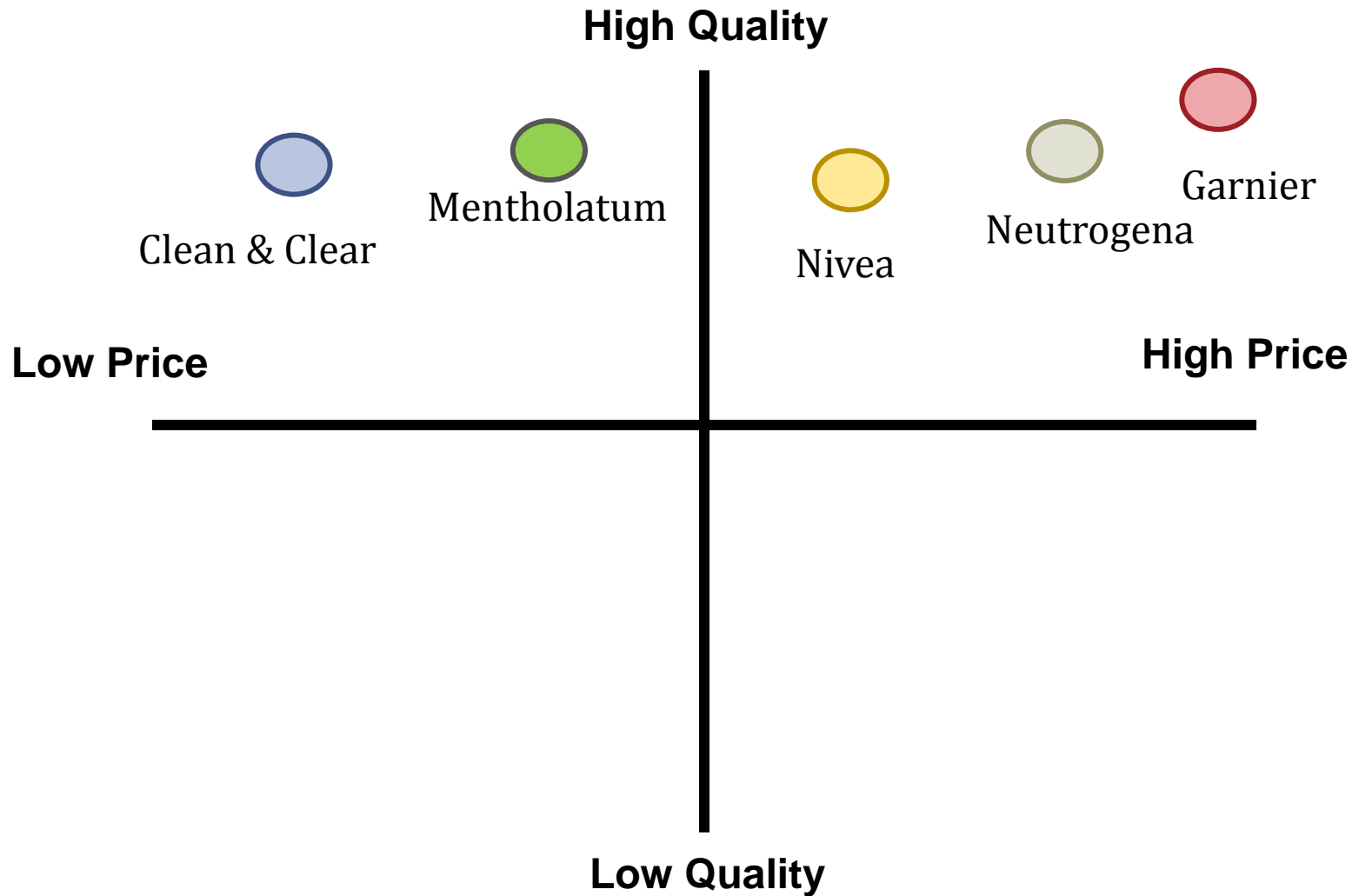
Competitive Advantage:

- Best Skincare brand in Japan

Positioning statement:

To teens who enjoy sports and the outdoors, Mentholatum Acnes is a skincare product that prevents pimples before they strike. With Mentholatum Acnes, you can be worry free whenever you work out

PERCEPTUAL MAP





MARKETING OF MENTHOLATUM

PLC Stage:

As it is trying to penetrate the market, it is in the introduction stage

Product type:

Shopping

PRODUCT LEVELS

Core:

Solving Acne problems

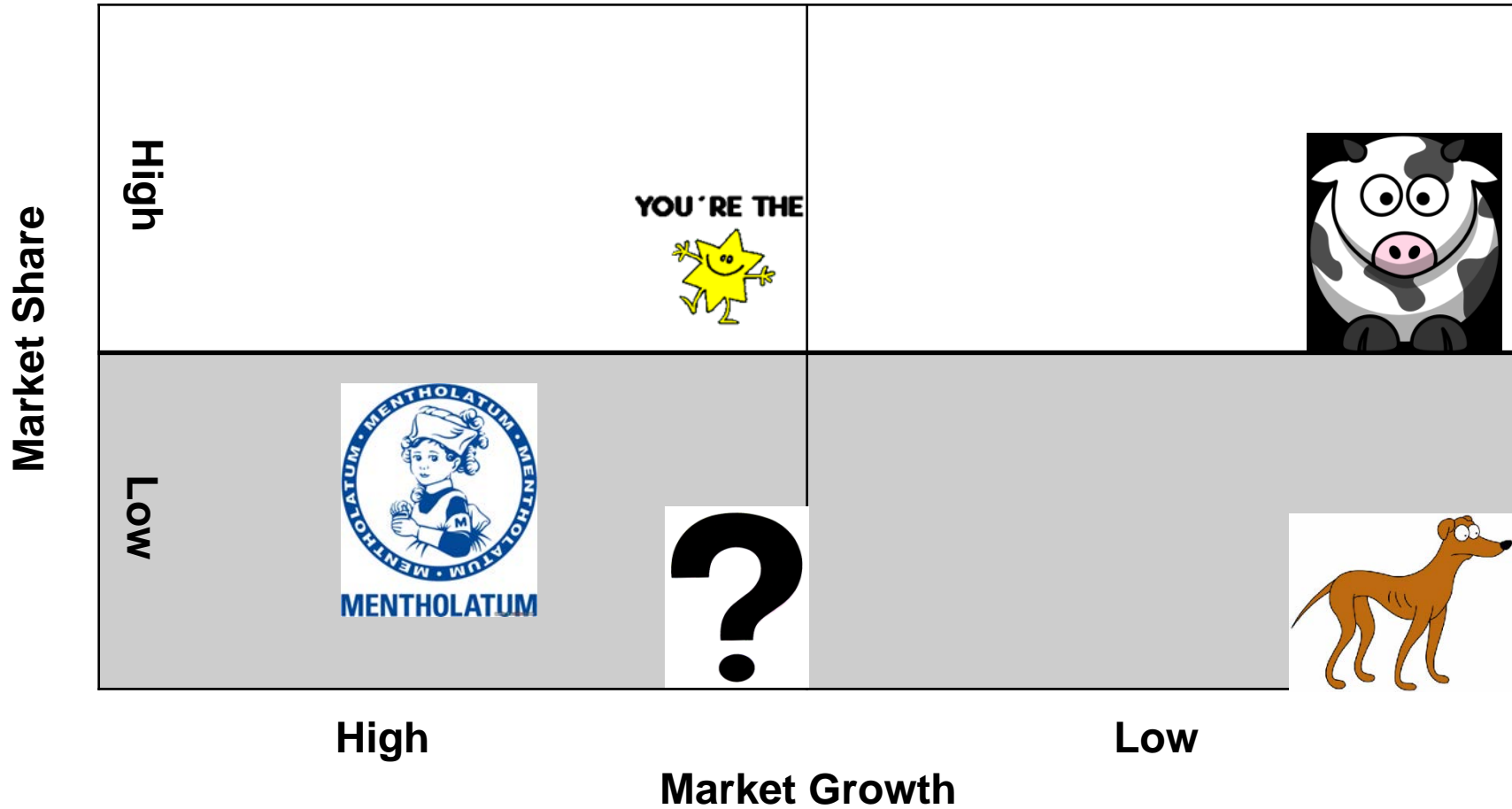
Actual:

- Conditions skin to resist acne.
- Cleanse
- Tone
- Moisturize
- Treat acne-prone skin
- Gentle enough for daily use.

Augmented:

Customer services

BCG MATRIX



CURRENT PRICING STRATEGIES

Psychological pricing

- Most acnes products are have \$0.90 at the back to make people think that the product is not too expensive

NEW PRICING STRATEGIES

New product pricing strategy

- Market penetration
- New product → price should be low

Pricing method

- Competition/target based pricing

Price Quality strategy

- Good value strategy

Price Adjustment strategy

- Psychological pricing
- Promotional pricing
- Buying the larger tube (800ml) is more worth than buying two small tube. One small tube (300ml)

PROMOTIONAL CAMPAIGNS USED CURRENTLY

- **Facebook**
 - 12513 likes
 - Regularly updated but also has some irrelevant content



PROMOTIONAL CAMPAIGNS USED CURRENTLY

- **Advertisements in Public Transport**
 - Bus
 - MRT
- **Advertisements in Magazines**
 - One big page just for Mentholatum in Magazines (Teenage, seventeen)
- **Television ads**
 - Shows the before and after of using Mentholatum



INCREASING BRAND AWARENESS

- **TV advertising**

- can reach out to a mass market
- although the Acne Skincare is for teens, 42% of survey respondents are influenced by their parents to buy Skincare Products.
- Use rational appeal and have an informative objective to explain benefits to the audience

- **Social Media**

- Facebook
 - Advertisements at the side
 - Frequent updates to gain 'Likes'

- **Twitter**
 - Give short updates about their promotions
 - Have 2-way communication with audience
 - Alert the audience of any new happenings about Mentholum
- **YouTube**
 - Advertisements before actual YouTube videos
 - Set up their own YouTube page to show their advertisements

Sponsorships

- Have sponsorship from Panasonic beauty supplies

Media Relations

- Have a press conference about Mentholum to attract the potential target audience
- Explains more about the product and its benefits

Special events

- Conduct a model runway and sign the model that wins
- Help the first 10 people with severe acne problems to register Free-of-charge.

Community relations and Philanthropy

- Go to secondary schools to teach them more about how to take care of their face and at the same time give out free samples

Free samples

- Give free trial samples outside of Watsons, Guardian in magazines, at schools

Price down

- Have reduced price when the product is launched to attract more customers

Price Packs

- Sell the skin care product with a related product (eg. Acnes Lip balm) at a reduced price
- Sell the larger tube and smaller tube together at a cheaper price.

Contests

- Have monthly contests on their Facebook page and give out prizes to the winners

Patronage

- Give membership so that we are able to keep/get loyal customers.

THE 7CS OF THEIR WEBSITE

Lack of Commerce



CONTENT



MENTHOLATUM

[HOME](#)

[WHAT'S NEW](#)

[OUR BRANDS](#)

[ABOUT US](#)

[CONTACT](#)



"He **distributes wealth** under an unshakeable conviction that he's investing in the **happiness** of others - and that by this course of action, he contributes to a holy purpose in a **better world**."

on Mr Albert Alexander Hyde, founder of The Mentholatum Company as described by former governor of Wichita, Henry J.Allen



CONTEXT



Acnes Medicated Skincare range is formulated to inspire Skin Confidence at the highest levels. It's a one-stop solution that helps you keep your face looking clean and confident. No more hiding behind doors when that one you "admire" approaches. No more looking down when answering questions from your teachers. Only Total Confidence with Acnes- the #1 Medicated Skincare Brand in JAPAN!

Click on the link to find out more about Acnes Medicated Skincare!

www.acnes.com.sg

COMMUNICATION

Questions? Enquiries? Feel free to email us just by filling up the form below!

Name:

Email:

Enquiry / Message:

**Mentholatum Division c/ o
Diethelm Singapore Pte. Ltd.**
34, Boon Leat Terrace
Singapore 119866

Fax: 6475 2618

Email: info@mentholatum.com.sg

LACK OF COMMUNITY

HOME


WHAT'S NEW

OUR BRANDS



ABOUT US

CONTACT US

LACK OF CONNECTIONS




TV SCHEDULES | VIDEOS | TV SHOWS | BLOG

 FIND ON YOUR TV!
 NEWSLETTER SIGN UP

Diseases & Conditions | Human Body | Love & Relationships | Medicine | Mental Health | Pregnancy & Parenting | Sexual Health | Skin Care | Wellness


Discovery Fit & Health > Guides > Skin Care

FEATURED SKIN CARE





Is exfoliating every day too much for your skin?


We can't help the fact that we shed our skin. In fact, we do it naturally. But what happens when we attempt to speed up that process? Can we exfoliate daily without causing skin damage?


 [Skin Care Videos](#)

[How to Exfoliate Skin](#)
[How Exfoliating Soaps Work](#)


 [Nails and Health](#)

 [Exfoliating Dangers](#)

 [Improve Skin Elasticity](#)


 [Psoriasis Overview](#)


TOP 5

 [Top 5 Moisturizing Home Remedies](#)

Confusing labels (and unhelpful advice) of the

PICTURES

 [Weight Loss Tips](#)

 [Skin Problems](#)

QUIZ

[Fact or Fiction: Skin Care](#)
It would be pretty hard to hide all of your skin; after all, skin is the largest organ in the human body. See how much you know about taking care of it.

DAILY SKIN CARE



- [5 Things Your Skin Needs Every Day](#)
- [Is a daily shower too much for your skin?](#)
- [Fact or Fiction: Choosing Skin Care Products](#)
- [See More»](#)

DAILY SKIN CARE



- [5 Things Your Skin Needs Every Day](#)
- [Is a daily shower too much for your skin?](#)
- [Fact or Fiction: Choosing Skin Care Products](#)
- [See More»](#)

<http://health.howstuffworks.com/skin-care>