



Case tasks

Your team works in marketing department.

The task for you is to perform an in-depth research of the market trends and competitive environment. In long-term perspective it should be the foundation to increase Pure Line (Чистая Линия) business in Ukraine.

Don't forget that your research should give an opportunity for reaching a long-term goal.

You should offer creative, realistic solutions which are built on a strong understanding of the brand and audience.

PURE LINE CASE

**Completed by second year students of FITU:
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Team name: "Зумери"**

PURE LINE OUTPUT:

ADVANTAGES:

01

Long market term

02

Good creams

03

Low price

DISADVANTAGES:

01

Old design

02

High competition on your part of market

03

Benzoate in shampoo and gel

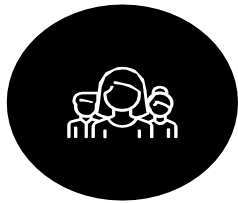


HOW TO SOLVE THE PROBLEM:



1

We recommend investing in production and assortment of creams



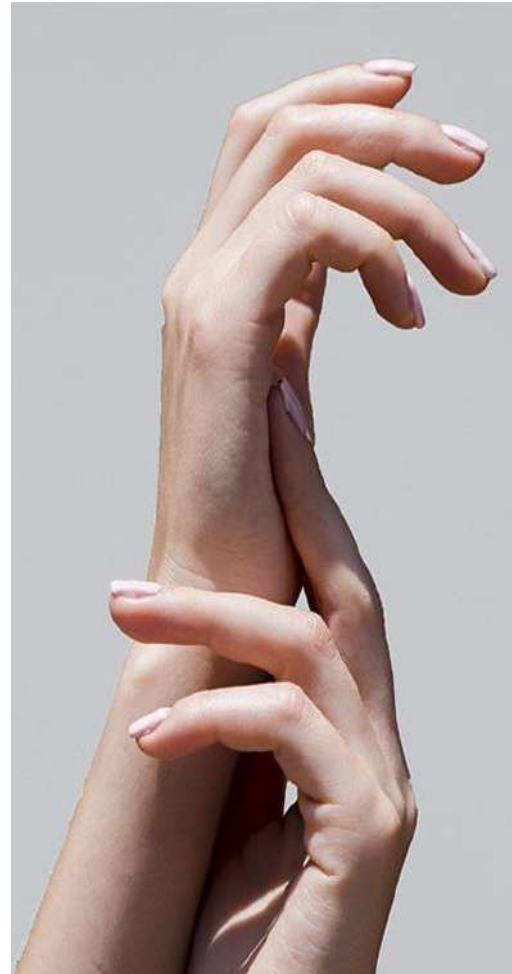
2

Talk to chemists and try to remove refined products from goods



3

Launch a trial line of dishwashing detergents



Product

- **Improve product quality**

The range of products is very wide. Therefore, it is possible to leave only the most popular ones at the old price and add more expensive and products that will perform their care functions and will not dry the skin and hair

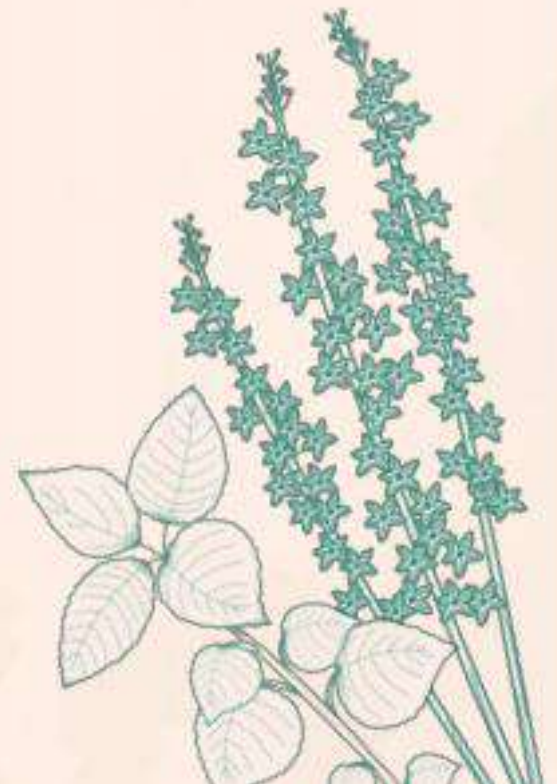
- **Make product flavor more durable**

This will increase perception of cleansing effect duration.

Pack

- **More minimalistic design**

The existing packaging design looks cheap and "dirty". The company should hire a designer or illustrator to update it. Minimalist design is more modern and lavish.



Commercial

- Advertising video in the style of "cottagecore"

Cottagecore is an aesthetic inspired by a romanticized interpretation of western agricultural life. It is centered on ideas around of a more simple life and harmony with nature.

- Green Gift Promotions

A brand that positions itself literally as one with the planet should encourage people to protect nature. A gift may be, for example, a bamboo toothbrush, an eco bag or a lufa

- Advertisement “Every woman can be a forest nymph”

In the video you can show in the first half a forest nymph, which communicates with animals, enjoys plants and collects berries, and in the second half a modern woman who has a happy marriage, a friendly family and a successful career, and most importantly, uses the product 'Pure Line'



The “Pure Line” Case

Виконав студент 2-го курсу ФІТУ
Шевченко Артем

Team: “Remote
procrastinators”

The task of the case

Your team works in the marketing department.

Your task is to conduct an in-depth study of market trends and the competitive environment. In the long run, this should be the basis for increasing Pure Line's business in Ukraine.

Remember that your research should enable you to achieve a long-term goal.

You need to offer creative, realistic solutions that are based on a deep understanding of the brand and the audience.

The “Pure line” Brand

The owner: ВАТ КОНЦЕРН "КАЛИНА"

Category: Perfumery and make up. Personal hygiene products.

The scale of the project: national

Products:

- Skincare
- Haircare
- Bodycare
- Deodorants
- For men
- Limited editions
- Gift kits
- CA: women from 25 to 45 with an average income

Вторинна ЦА: women from 25 to 50



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How to increase sales?

First, I recommend that you to change the style and advertising of "Clean Line" products. At the moment, there is a tendency to increase the buyer's interest in the minimalist features of the product. By updating the logo to a more minimalist one and removing everything unnecessary from advertising banners, Clean Line products will rejuvenate in the eyes of people and attract attention.

Secondly, I recommend you to make the packaging of the product more environmentally friendly. You need to minimize the amount of plastic in the product packaging. This will increase the popularity of the product in the eyes of people who are concerned about the ecological state of the planet. According to forecasts, there will be more and more such people, so such a move will definitely pay off in the near future. It is also worth updating the packaging from the design side. You need to make it both minimalist and premium.

Third - change the formula of products. If you analyze the reviews, you can see comments that complain that it "dries" the hair and skin. Also, "plant odor" is quite a serious problem, as a percentage of people perceive it as unpleasant. It is better to make the smell neutral.

And lastly, you need to hire SMM managers. It is best if they are young. Online networks such as Twitter often host local events that can promote the brand. A young SMM manager will be able to do it better.

Pure Line Case

Виконали студентки 2 курсу ФІТУ:

Авраменко Аліна

Бобоша Яна

Бурдейна Альона

Завдання кейсу:

Ваша команда працює у відділі маркетингу.

Завдання для вас - провести поглиблене дослідження ринкових тенденцій та конкурентного середовища. У довгостроковій перспективі це має бути основою для збільшення бізнесу Pure Line (Чистая Лінія) в Україні.

Не забувайте, що ваші дослідження повинні дати можливість досягти довгострокової мети.

Ви повинні запропонувати креативні, реалістичні рішення, які будуються на глибокому розумінні бренду та аудиторії.

The Brand "Pure line"

TEAM: «GIRLS RUN
THE WORLD»

The owner: ВАТ КОМПАНІЯ "КАЛИНА"

Category: Perfumery and make up. Personal hygiene products.

The scale of the project: national

Products:

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How to increase sales?

СТРАТЕГИЯ:

- Firstly, they must change the formula of the products. After analyzing the reviews of potential customers, we can say that most products simply dry out the skin and hair. Also they need to work on smell of the products. Herbal scents should be avoided because they are quite specific and kind of pharmaceutical which is unpleasant, as we think. This should be done directly by the manufacturer (during to lab tests and researches).
- Secondly, change the packaging. They should minimize the amount of plastic in the package, using modern eco-friendly types of plastic. This will not reduce the price of goods, but will attract customers who are concerned about future of the environment.
- Next, we think that they should renew the design. It means that the company needs to remove a large number of small elements from the packaging and make the colors more muted. Minimalism is trending and more attracting. By updating the design to a minimalistic one, you can expand the CA at the age of 16-35, because then it will look more sophisticated and stylish. To begin with, you can run a limited collection with an updated formula and product design, which will show the success of the sales of a new product and help to save the company's budget.
- Thirdly, change the logo, because the existing one evokes associations with other brands. This affects badly to its identity (influence decreases and the product can be easily confused).
- Finally, last but not least, competent approach to product advertising. They need to pay attention to the fact that minimalism is trending and avoid a large number of elements in advertising images. It is worth emphasizing that no animal testing have been conducted, as well as packaging made of eco-friendly material.



FROM THIS



TO THIS



In-depth research of the cosmetic market in Ukraine



Beauty & Personal Care

- Growing demand for anti-aging products
- Innovative and eco-friendly packaging designs
- Easy availability of counterfeit products
- Consumers are increasingly prioritizing their own health



Hair care

- Health is a priority
- Large range of products
- Competitive market
- Beautiful packaging - that is, a new design and affordable price



Skin care

- Restraining the growth in the market is the ban on animal testing
- increasing use of online platforms to reach out to a wider consumer base
- Growing demand products that help to protect the skin and thwart damages to it

Our vision



Beauty & Personal Care

1. Make partnerships with retailers to create special stands with only our products
2. Give people products samples of new products for further profitable sale of large containers



Hair care

1. Develop a larger range for men (beard care, shampoos for hair types)
2. Develop a line of hair care for children (from birth to 6 years)
3. Update the packaging design, namely the shampoo container



Skin care

1. Make fabric masks more available for customers and add new types of them
2. Create new types of hand and face creams with nature aroma oils



Ideas

1. In future perspective make design with more elegant light colors mixed with nature
2. Bring the feeling of patriotism by telling people where it's produced