Colgate Toothpaste-Brand Promotion Strategy

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Abstract
Organizations want to advertise their products so that people buy and consume and also in turn they earn. In what's known as "brand promotion," the brand advances itself. Moving its concentration to the brand all in all, the organization tries to drive consciousness of what it is and what it does, with the general thought that a more common brand is more fruitful than a brand nobody has known about. There are many tooth pastes in Indian market but there is only competition between two that is Colgate and pepsodent. They are famous because of their brand promotion and this paper discusses about the brand promotion strategies on Colgate toothpaste.

Key Words: Brand, promotion, strategy, colgate, toothpaste.
1. Introduction

The main motive of brand promotion strategy is to promote quality and standard products. Brand promotion helps to succeed the company by adopting innovative strategies. The strategies provide a firm with a plan of action\(^1\). To promote strong and powerful brand is one of the priority for any organization because it follows lots of benefits.\(^2\) Marketing literature must be known for marketing communications of media brands.\(^3\) Sales promotion has become an integral part of production schemes.\(^4\) Promotional strategies are the means of attracting new and retaining existing customers. Organizations chalk out various strategies from time to time to grab greater market share which in turn leads to profit which is the whole sole aim of the companies.\(^5\) Fusing the most recent industry considering and advancements, this investigation of brands, mark value, and key brand administration consolidates a far reaching hypothetical establishment with various systems and down to earth bits of knowledge for improving everyday and long haul mark decisions-- and in this way enhancing the long haul benefit of particular brand methodologies.\(^6\) The significant development and commitment of industry toward Indonesia economy and work as appeared, and desire that there will be more individuals intrigued by opening a business in the inventive ventures and further grow work, in this way, it is vital to figure out what is really occurring on the littest part of innovative industry, the financial professionals and how they maintain the business.\(^7\) Brand promotion helps in building successful global brands.\(^8\) The strength, weakness, opportunities and threats of the brand must be known for the organization to work on it.\(^9\) Global brand value chain measures results so that your brand will prosper globally.\(^10\) The key to creating innovative brand identities and distinct business stores must be unlocked.\(^11\) A dead simple way to structure your offers so that your customers keep coming back for more.\(^12\) Content marketing is one of the most affordable and powerful tool in an entrepreneur’s guide.\(^13\) Indian market is a competitive market we must know how to break out in a competitive market because competitive markets may create both profit and loss to the product.\(^14\) Only actions creates results lies as a main motive behind every

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organization who does marketing. If you're a sales and marketing professional, you can save 80 percent of your time and money by zeroing in on the right 20 percent of your market. 

A fundamental paradigm shift has occurred in marketing and branding. The content marketing process needs to create consistently excellent content which is effective and fun to put together. Content is the secret to attracting the right customers and converting it into sales. To build a successful business, you need to stop doing random acts of marketing and start following a plan.

2. Objectives
   1. To know about brand promotion strategy of a product
   2. To know the SWOT analysis of colgate toothpaste

3. Hypothesis

Null hypothesis: There is no significant difference in brand promotion strategy in colgate tooth paste

Alternative hypothesis: There is significant difference in brand promotion strategy in colgate tooth paste.

4. Source of Data

This study is non-doctrinal in nature. The research is based on primary and secondary source of data.

Brand Promotion Strategy

Organizations want to advertise their products so that people buy and consume and also in turn they earn. In what's known as "brand promotion," the brand advances itself. Moving its concentration to the brand all in all, the organization tries to drive consciousness of what it is and what is does, with the general thought that a more common brand is more fruitful than a brand nobody has known about.

5. Goals

The general objective of brand promotion is to impact shoppers that a specific brand is the best at what it is does and hence most deserving of their chance and consideration. This can be separated into littler objectives, in any case; for instance, a brand may mean to just gets its name out there with the goal that

15 David Newman (2013) - Do It! Marketing: 77 Instant-Action Ideas to Boost Sales, Maximize Profits, and Crush Your Competition
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purchasers know about it, and this may be accomplished by rehashing a message so shoppers recall a brand's name. Other brand special exercises attempt to impact shoppers to pick one brand over another, or to illuminate customers about what a brand remains for.

6. Benefits

On the off chance that brand promotion is performed effectively, there are a few advantages for the brand itself. The brand's shoppers will probably turn out to be more faithful to the brand, instead of just fanatics of a specific item. The outcome will be that the shopper picks different items inside the brand's line over those of contenders and even turns into a brand advocate, educating companions regarding the brand. Fruitful brand advancement ought to likewise prompt more deals, as more purchasers end up mindful of what the brand does.

7. Methods

The strategies utilized as a part of brand advancement have a tendency to identify with what the brand is endeavouring to state and to whom. Conventional publicizing efforts and standard notices online go so far to advance a brand, yet more innovative showcasing divisions will look to changed methods for getting a brand perceived. For instance, a brand may have a particular logo or related bit of designs that grabs the eye, or maybe a mascot that makes individuals think about the brand at whatever point they see it. This mascot could then be acquainted as toy line with rehash the special message.

8. Challenges

Brand promotion can be troublesome, particularly for independent ventures that aren't excessively commonplace to numerous individuals. A test arrives in an organization characterizing its own image personality to start with, which is fundamental before any brand advancement can go on. Brands in numerous parts likewise confront substantial rivalry in the commercial centre, with numerous brands striving for shoppers' consideration, and in this manner need to figure out how to emerge from the group.

Lead Generation Strategies to Boost your Band
Get the Most Out of Social Media

A standout amongst the most evident preferences to utilizing online networking is that they're normally free (unless you contribute a little segment of your financial plan towards advancing your promotions) and most take not as much as a hour to get set up. These things considered there's no reason to not try them out and see what works. Set up a time allotment, 3 months for instance, for a time for testing on another system. Each organization is unique and certain web-based social networking systems are more suited for you relying upon your intended interest group. Make a point to track the achievement of each. Increment your quality on systems that are working and cease utilization of ones
that aren't.

Web-based social networking is simple, however there's as yet a correct method to utilize it and a wrong way. Do your examination and don't succumb to usually committed errors. For instance, do you know how to tweet something? You may figure you do, however just on the off chance that read over a rundown of "Twitter terms" and ensure you genuinely know how to utilize a hashtag. Survey the sort of dialect utilized on each system and try to share applicable substance that your objective market is occupied with. When in doubt, 90% of the substance you post ought to be tied in with sharing information and instructing. The other 10% ought to be about your item. When you comprehend the co-ordinations of these systems you can make sure you are using them to their fullest potential.

**Generate Conversation**

Ensure it is intentional and helpful. Nobody needs additional messiness so get some criticism before you put in a request. In the event that 3 out of 5 individuals reviewed say they would hurl it don't squander your opportunity and your organization's cash. Doubtlessly that swag can be an extraordinary limited time methodology, however it's just going to produce discussion on the off chance that it maintains a strategic distance from the swag. Keep in mind, these things are custom to your image so dependably leave enough time for the request to be made and ask for a proof. It's smarter to spend some additional consideration and catch a slip-up on the confirmation than not understanding it until after an extensive request has been gotten.

**Create a Page**

There must be a clear idea on the target audiences and how to reach the brand through a page. We need to know what they look for in particular, the key words they type in google search and to know why they are need to know information about something in a brand. Based on that a page can be created.

**Key Points for a Page**

- a headline
- a creative design
- dynamic
- easy to use

9. Colgate

Colgate is a well-known company for toothpastes and its flavours. It serves all over the world with $17.1 million consumer products. It was founded in the year 1806. It operates over 75 countries and products are sold in 200 countries. There are 37,700 + employees working in the company. Colgate not only provides oral care but also many other.
COLGATE COMPANY (81 responses)

- 69.1% use colgate
- 84.6% think weakness of colgate should be converted to strength to be a better competitor
- 64.1% not only uses colgate but also uses other brands too.
- 37% like colgate 29.6% likes pepsodent 21% like close up and the rest like Sensodyne. So here maximum like colgate.
- 57.5% feel advertisement is strength of colgate
- 50.6% started using colgate because of the advertisement
- 66.7% uses colgate but not because others use it.
- 46.9% like the ads more than the paste
- 71.6% feel because of marketing strategy it has reached out to many people.

**SWOT Analysis of Colgate**

**Strength of Colgate**

- Colgate being the commonly recognized name it is, has high brand review and perceivability. Great promoting and brand perceivability of items with a solid client dependability for brands had helped the brand to rival different players, accordingly rising as one of the highest brands in the FMCG advertise
- With broad networks in country and urban markets, Colgate guarantees that it achieves a wide client make, subsequently making the item accessible. Item accessibility is the significant worry in this profoundly aggressive market as brand exchanging is simple.

**Weakness of Colgate**

- With large number of local & national players fighting in personal & oral care segment, the market has become saturated & there is little scope for growth while all companies are eating each other market share.
- Colgate have restricted brands under a specific item class and they have constrained contributions under various portions dissimilar to their rivals like P&G, HUL and so on.

**Opportunities of Colgate**

- By following product offering extending and product offering filling procedures they can build their deals, make contributions and give an incentive for various sections.
- Individuals should be influenced mindful about the ideal use to rate for these items with the goal that the market uses the item as anticipated by the organization. This can happen just through publicizing/informal exchange/specialist solution. Numerous a times organizations figure wrong since they expect a higher use rate in the market.

**Threats of Colgate**

- With expanding number of local and national players it's ending up hard for the organizations to separate themselves from others. There is likewise danger from fake items annihilating its image picture in the market.
Expanding cost of raw material will bring about further increment in the cost of Colgate. Over some stretch of time, supporting the high value contrasted with rivalry will end up troublesome in an immersed advertise. Additionally increment in cost will bring about lessening in deals and brand exchanging by customers.

10. Conclusion

Limitation of this Study
- Brand promotion strategy is based on one company.
- Survey is taken only for that particular product (Colgate).

Findings
- Advertisement is one of the main tools in brand promotion as it is present in the form of media and media is used by all.
- Brand promotion is very important for the product to reach audience.

Suggestions
- Colgate can convert its weakness to strengths and its opportunities to threats which might lead to successful operation of the company.
- Brand promotion can be done better than other brands existing in the market.

Therefore, brand promotion plays a vital role in marketing of a product or brand and every organization must follow proper strategies and adopt innovative ideas for company to succeed in the market and also to earn profit. There is significant difference in brand promotion strategy in Colgate tooth paste.

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