

Principles of Marketing (MGT301)

Spring, 2021

Assignment No.1

Due Date: August 02, 2021

Total Marks: 10

Weightage: 07

Topic: Consumer Driven Marketing Strategy (Segmentation)

Learning Objective:

The core objective of this activity is to familiarize students with the concept of Segmentation types, variables, and requirements for effective segmentation.

Learning Outcomes:

This activity will widen student's vision, and make them capable enough to understand how renowned brands identify and create different market segments, and what factors they consider/evaluate during this process.

The Case:

Maclean's toothpaste was founded by New Zealand born Alex Maclean in 1919. The company was purchased by Beecham in 1938, eventually becoming a part of GlaxoSmithKline today. Maclean's has been made and sold in many countries until the early 1990s. In Pakistan, Maclean's was a popular brand and a major shareholder of toothpaste market at that time. It started losing its market share to Colgate and Close Up, and eventually completely lost the battle by late 1990s, in Pakistan.

Since Maclean's has now the legacy of over 100 years as a testament to the brand's longevity, accessibility and generation-spanning appeal, it is planning to reenter the old markets in order to reclaim its market position and share. For this new marketing strategy, Maclean's is going to hit three different market segments with three different product variants: Whitening Range, Fresh & Clean, and Maclean's Confidence.

Their whitening range is designed to do as it says; it whitens your teeth with regular use, twice a day every day. The toothpaste has whitening micro-particles to break up and remove stains.

The Fresh & Clean selection is designed especially to fight bacteria that cause plaque and bad breath. It gives 12 hours of protection against decay, and protects and whiten the teeth at the same time.

The Maclean's Confidence is in the form of a gel, which becomes an active foam when you use it. This is for a quick freshen up feeling, and give through cleaning experience without brushing.

Maclean's marketing team is confident that this time they have a clear understanding of market segments, and all the above mentioned variants will serve their respective segments very well.

Requirement:

After reading this case, in your opinion, which of the below mentioned variable is used by Maclean's for market segmentation, also discuss how did they execute the characteristics of that particular segmentation strategy? Explain and defend your choice with logical arguments.

1. Demographic Variables
2. Psychographic Variables
3. Behavioral Variables
4. Geographic Variables

***Note:** You are required to select only one variable, and mention at least 3 reasons to support your answer.

Marking Scheme:

The total marks of this assignment are 10; the identification of correct variable carries 4 marks, and each correctly written reason carries 2 marks. Avoid irrelevant text/material while answering the question.

Important:

24 hours extra/grace period is usually available to overcome uploading difficulties, after the due date. This extra time should only be used to meet the emergencies, and above mentioned due date should always be treated as final date to avoid any inconvenience.

Important Instructions:

- ☐ Students are advised to study the whole text carefully.
- ☐ Try not to include any irrelevant material in the solution.
- ☐ Try to come up with precise and original answers.
- ☐ Assignments reaching after the due date will not be considered for marking.

Other Important Instructions:**DEADLINE:**

- ☐ Make sure to upload the solution before the due date on VULMS.
- ☐ Any submission made via email after the due date will not be accepted.

FORMATTING GUIDELINES:

- ☐ Use the font style "Times New Roman" or "Arial" and font size "12".
- ☐ It is advised to compose your document in MS-Word file and then upload the solution.
- ☐ You may also compose your assignment in Open Office format.
- ☐ Use black and blue font colors only.

Note related to load shedding: Please be proactive

Dear Students,

As you know that post midterm semester activities have started and the load shedding problem is also prevailing in our country. Keeping in view the fact, you all are advised to post your activities as early as possible without waiting for the due date. For your convenience; activity schedule has already been uploaded on VULMS for the current semester, therefore no excuse will be entertained after due date of assignments, quizzes or GDBs.

“GOOD LUCK”