

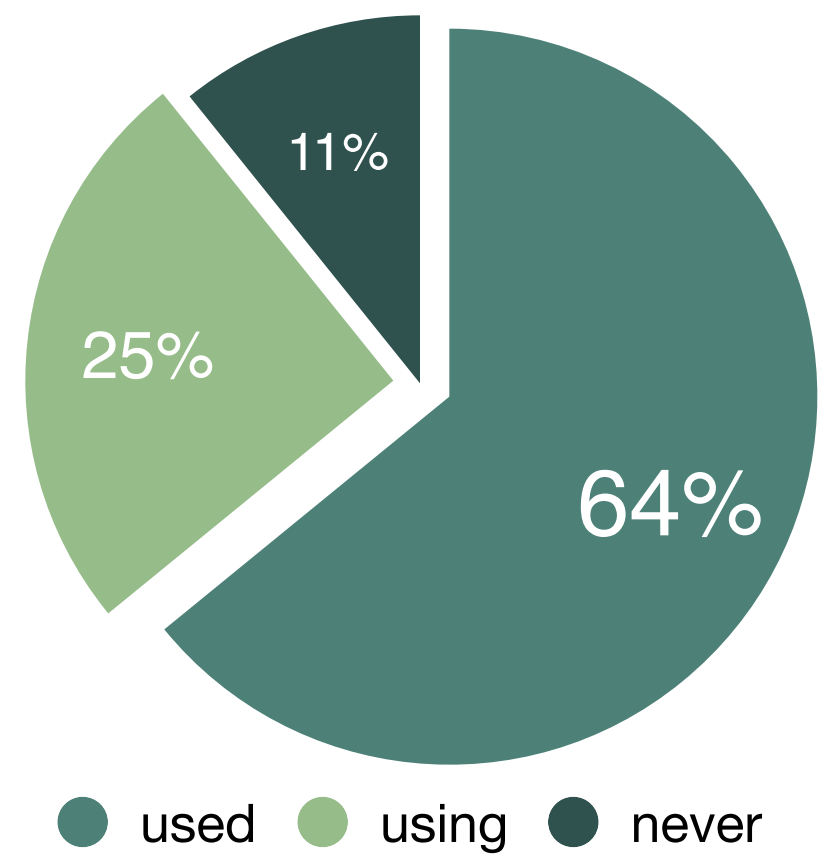
SHOPPER

INSIGHT

in Carrefour

Preface

According to the previous research about the mouthwash using situation, we found that “used” is the most, the following is “using” and the least is “never use.” **We considered that shoppers who used mouthwash before have a huge market potential**, so targeting on this kind of shoppers is our first priority. Moreover, we hope that they can build the habit of using mouthwash and change the negative impression of Listerine (e.g. too spicy flavor).



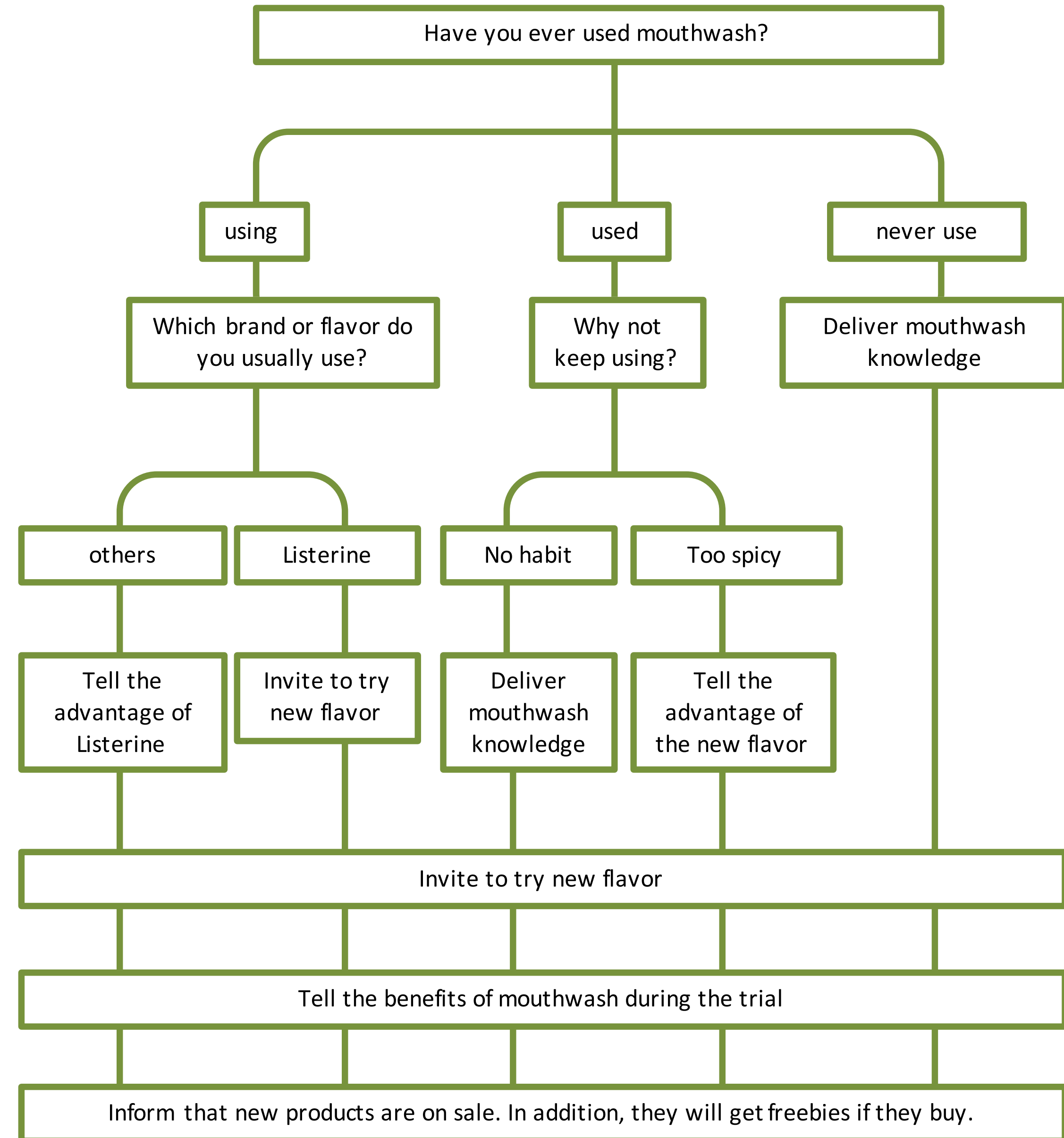
Originally, we focused on “family shopper” because of our impression, Carrefour is mostly family-based. We considered that the families with children would pay more attention to their own and children’s oral healthy. Furthermore, schools promote the benefit of mouthwash so that parents and children preliminarily understand it. **Therefore, we regarded family shoppers as the main shoppers.**

Despite focusing on family shoppers, we still need to take other shoppers into account. Thus, we create the decision tree in order to simulate the different situation facing three types of shoppers. Finally, we hope that they could try the new flavor and buy the suitable products.

In short, the most important thing of this campaign is offering shoppers a chance to try the Listerine’s products. Not only selling the mouthwash, but we also want to provide the correct concept of oral health and understand the shoppers’ thought.

Deliver mouthwash knowledge¹: Inform that brushing can only clean 25% oral germs, with mouthwash can make oral healthy effectively.

Tell the advantage of Listerine²: For example, Listerine is an authoritative brand, and products all through clinical trials. In addition, Listerine is the only mouthwash that is sterilized with four essential oils.



Shopper Profile

Listerine is the most prestige mouthwash brand around the world with solid shopper base. After campaign, we got more information about shoppers in the Carrefour, and we complied them into following four categories.

OUR TYPICALLY CUSTOMERS

1

The following is the typical shoppers of Listerine we observed in Carrefour. Couples who live near the community, and the family shoppers who purchased daily commodities, as well as the foreigners who live near the shopping area.

FOUR TYPES OF SHOPPERS AND THE REASONS WHY

2

THE FREQUENT QUESTIONS

3

1. How and when to use mouthwash?
2. What different effects between flavors?
3. Is the new flavor still spicy like the mint one?
4. Does the new flavor have strong ginger taste?
5. Can children use Listerine?
6. Must the combination have mint flavor?
7. What is the effect of alcohol?
8. How could I throw up the used mouthwash?

THREE MAIN COMPETITORS

4

During the sales campaign, we found that some shoppers have specific mouthwash choices because of special effects, price, etc.

- Ora2 spearheads the whitening market
- Day and Night focuses on children's mouthwash
- Whitemen adopts a low price strategy



#1 No try and no buy:

Shoppers who are not interested in using mouthwash, using specific brand, or haven't run out of stock.

#2 No try but **BUY**:

The royal shoppers of Listerine, and would like to try different mouthwash flavors.

#3 **TRY** but no buy:

The royal shoppers of Listerine still have no requirements, but they would have strong intention to try new flavor in the future. Also, there are some shoppers feel unaccustomed about the new flavor, too sweet or too spicy, so they still like the flavor they used before.

#4 **TRY** and **BUY**:

All kinds of shoppers include, but especially who have been used and never used before, they have poor impression on mouthwash. However, after they joined the "Try and Taste" campaign, they changed their view and would like to use mouthwash to keep mouth healthy.

45%
#2 **BUY**

55%
#3 **TRY**

*excluded people who didn't try and buy

Campaign

First Week

After the first-day campaign, we found out that only few families are using mouthwash, and children are reluctant to take a try because of its spicy smells. According to our observation, people who using mouthwash are crossing age. So, we cannot miss any shoppers, especially people accompanying friends, sisters or mate.

Second Week

In the second week, we further observed our shoppers of their age, type and even their willingness to purchase mouthwash. Different from last week strategy, **we introduced the combination packages to the using shoppers, as well as ginger and green tea flavor to new users, instead of persuading all of them to buy the new flavor.** On the other hand, by chatting with shoppers, we try to record the brand image in Listerine users and find the shopper insight.

In addition, some shoppers indicated that they have already used it or bought it last week, and average daily customer flow of two days are lower than before. Through observing and consulting experienced sales person, the weather is the first reason. Also, people might go to worship ancestors in advance for the coming Tomb Sweeping Day. Thus, shoppers might reduce the shopping motivation in Carrefour because of these two reasons.

In order to provoke shoppers' shopping desire and trying willingness, we grabbed their attention by some slogans like "One day countdown" and "Buy now, get the special price and freebie."

How we change our strategy:

- #1 Where we stood: Triangle Formation to contact every shopper who went by our campaign
- #2 What we showed: More DM to deliver correct oral health concept easily
- #3 How we promoted: Sales pitch changed (see the next page)



Shopper Insight

In this section, we compiled shopper insight via questionnaire collections, observational research, and interview method. Then, we put Listerine's target personas into three different categories.

The sales pitch we changed

Originally, we only wanted to attract customers with "Try and Taste" as selling point. Later we observed that different types of guests should use different sales pitch, so we changed our sales pitch in order to deliver exclusive product to different shoppers.

- For elderly: emphasized Listerine can prevent from Gum Disease. For example Gingivitis, Periodontitis
- For family with child: emphasized Listerine can prevent from tooth decay, and tell them new flavor is mild and not spicy
- For young ladies: TOTAL CARE keeps your teeth whiten
- For foreign shoppers: Hello! Do you want to try it? We have a new flavor!

Different attitude of persona in our shopper types

1. Royal customers would slow down themselves and evoke resonance among mouthwash when we promote our campaign. Furthermore, they usually closed to us to get more information about extra effects of new product.
2. Some shoppers would felt confused when we recommend to try mouthwash. In their opinion, mouthwash is too spicy to taste. So we have to change their impressions of mouthwash by inviting them to come and join our campaign.
3. Some shoppers would felt less willingness about mouthwash, and they would ignore the campaign or even just walked away. Thus, we would pace up and down in the aisle and inform right method to keep their oral healthy to those shoppers who wanted to purchase personal hygiene cleaning products.

In the further conversation, some shoppers responded that they have no willingness to buy mouthwash simply because of price. They don't even want to buy mouthwash if they have no oral diseases, like tooth decayed, and periodontal disease. Therefore, if there are smaller volume of new flavor in Carrefour, more shoppers would like to buy rather than only considerate about price.

Delivered mouthwash effects to shoppers looking for oral health products



Performance

In the beginning, our supervisor told us that the average revenue of Qinghai Carrefour is \$4,753, approximately 22 bottles of 750ml mouthwashes. However, we achieved the 119% growth rate during this campaign, and the daily revenue up to \$10,415.



The average performance in the first week is \$10,109. We followed our decision tree to promote the new product. During the process, we figured out that the decision tree is only applicable to the customers who had an interest. Therefore, in some cases, we must start with attractive conditions, like discount or freebies, then delivering more knowledge about oral and mouthwash to increase their buying willingness.

The reach number in second week is much lower by 30% than the first week. However, with the experience from the first week, we changed our sales strategy, recommending different function mouthwash to meet shoppers' need and seize every single chance. Hence, our revenue and the percentage of buyers and trialists still have significant growth as shown in lefthand side.

Through the above data, we can tell that our strategy worked efficiently. In spite of the reach number is decrease, the revenue, trialists, and buyers is still positive growth. According to this result, we are going to use same concept to modify our proposal.

Modification

According to our experience, we consider that we must organize a thematic sales campaign for our target group. The campaign should be attractive, on other hand, to make shoppers approach to our vendor actively. In the meanwhile, it can reduce the pressure of sales representatives, and make the promotion more precisely.

Target shopper Family shopper with children

Objective Promote the new flavor of Listerine by "Try and Taste" campaign, and inform the knowledge of keeping gum healthy and the method to use mouthwash in hypermarket at weekend rush hour.

Campaign As long as you come to try and taste, you can get a designed balloon of Listerine. Furthermore, shoppers will get 100ml mouthwash for free if they buy.

Budget Designed balloon: \$7 x 70 units = 490 dollars
Listerine mouthwash(100ml) : \$25 x 40 units = 1,000 dollars
Sales representative: \$140 x 4 hours = 560 dollars
Total cost: \$2,050

Expected outcomes

On the basis of our data, about half percentage of shoppers who would purchase the mouthwash after try it. Moreover, we expect that the designed balloon would attract more shoppers. We estimate that there would be 70 shoppers to give it a try, and 50% or more of them would like to purchase. In sum, there would be around 7,000 revenue in four-hour campaign.

Through this campaign, we could exposure Listerine's logo everywhere in hypermarket by giving away a mount of freebies. Furthermore, we focus on family shoppers to try our new flavor. We expect to increase the willingness they would like to use mouthwash and even the degree of dependence on Listerine.

