

Marketing Case Study – Q4

Online marketing of Oral Care

Case Study Brief

You are currently working as an Assistant Brand Manager for Oral Care in France. You are responsible for marketing the toothpaste brand 'Jade, which is a premium toothpaste sold in many markets.

The target market for Jade is families and the French marketing strategy has historically been based around the use of TV advertising. Currently Unilever has a 19% market share of oral care in France, 9% behind the market leader. This year, the overall strategy is to encourage parents aged 25-45 consumer group (the three highest social and economic groups) to switch to Jade by communicating its superior cleaning power and by becoming more competitive on price. Jade also boasts its sustainable living plan to reduce the impact on the environment through washing, which may be appealing to this demographic.

As part of your role you are responsible for all of the digital elements for marketing Jade. To date, this has mainly involved managing the Jade YouTube channel and the Jade website, making sure it is up to date and developing interesting content for consumers while ensuring good visibility on Google.

However, you are eager to push the digital marketing strategy for Jade further as you believe there is a huge opportunity to increase sales of Jade through the use of digital channels for promotion and communication, and to drive e-commerce sales. You need to present a strong case to your manager for how shifting investment on digital marketing will achieve an increase in sales and market share.

Email

To: You

From: Gabrielle Martin, eCommerce, France

Subject: eCommerce in France

Hello,

Here's the eCommerce overview you asked me for. I hope you find it helpful.

eCommerce in France

France ranks as the sixth biggest eCommerce market in the world, only behind the UK and Germany within Europe. The eCommerce market in France is growing steadily with current estimates on the size of the market at €70 billion, up 11% from last year. This represents roughly 9% of total retail sales, which shows the potential for growth in this area.

Consumers are averaging 23 online transactions per year, which constitutes a 13% year on year increase. Amazon is the largest online retailer in France, followed by Cdiscount, Fnac and eBay. Only one of France's national supermarket chains, Carrefour, currently has a place in the top 10 online retailers.

Top 10 online retailers in France

#	Company	Unique visitors per month	Average coverage (in % of Internet population)	Average Unique visitors per day
1	Amazon	16,178,000	34.5%	1,700,000
2	Cdiscount	9,923,000	21.2%	763,000
3	Fnac	7,744,000	16.5%	537,000
4	eBay	7,461,000	15.9%	871,000
5	Voyages-Sncf.com	6,981,000	14.9%	487,000
6	Carrefour	6,119,000	13.1%	437,000
7	PriceMinister	5,748,000	12.3%	440,000
8	Leroy Merlin	5,703,000	12.2%	377,000
9	La Redoute	5,655,000	12.1%	367,000
10	Booking.com	5,284,000	11.3%	327,000

The growth of online grocery retail

Online grocery shopping is growing rapidly in Europe and one sixth of European consumers have bought groceries online in the last year. Despite online grocery shopping growth of 25% in France, this was the slowest of the most advanced online markets in Europe. The growth in Germany was 38% and in the UK it was 26%.

Impulse buying online

Typically 30-50% of all offline purchases are impulse buys – purchases the consumer had not planned on making. Trying to translate the tools and techniques used to trigger offline impulse buying to the online market has not been straightforward and has relied heavily on the use of promotions, banners, video ads and suggested 'add-on' purchases. Amazon have led the way in the online space with their use of 'one click' purchasing, prompt delivery and the promise of free shipping with a minimum spend.



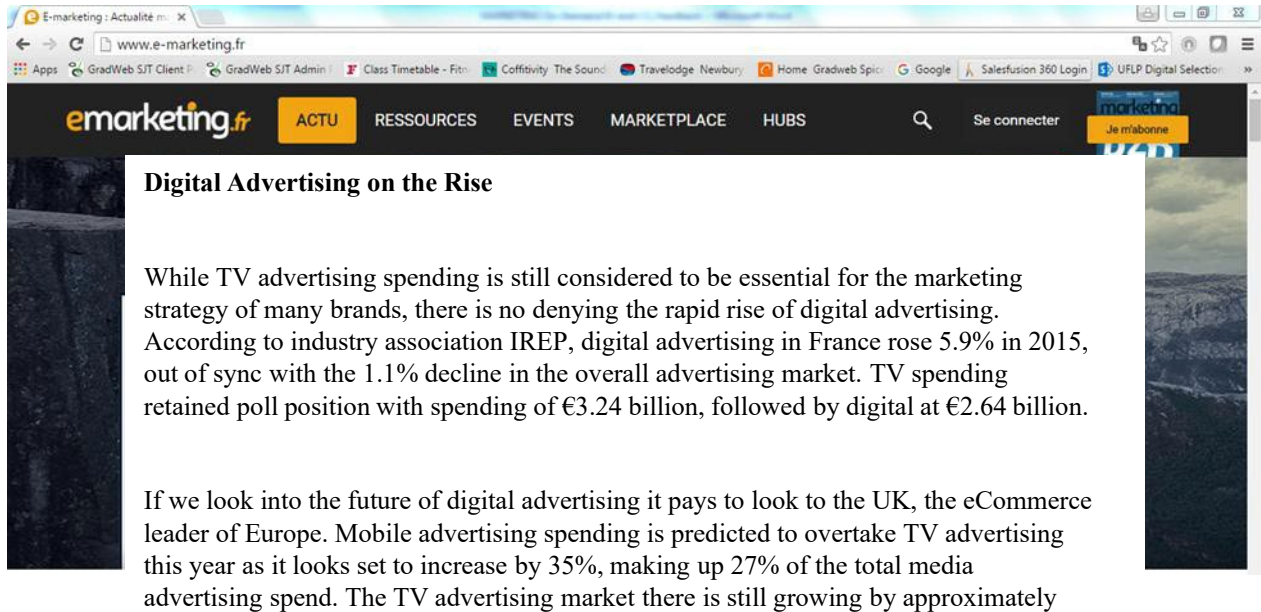
While we don't have any data on impulse buying that is specific to the French market, research conducted elsewhere in Europe shows us that the greatest factor as to whether someone will impulse buy or not is whether or not the consumer is a naturally impulsive person. This raises the question of how retailers can make the best use of consumer data and targeted marketing to affect impulse sales.

*Regards,
Gabrielle*



Gabrielle Martin, eCommerce, France

Extract from Marketing France website



The screenshot shows the e-marketing.fr website with a navigation bar containing 'ACTU', 'RESSOURCES', 'EVENTS', 'MARKETPLACE', and 'HUBS'. The main content area features an article titled 'Digital Advertising on the Rise' with the following text:

Digital Advertising on the Rise

While TV advertising spending is still considered to be essential for the marketing strategy of many brands, there is no denying the rapid rise of digital advertising. According to industry association IREP, digital advertising in France rose 5.9% in 2015, out of sync with the 1.1% decline in the overall advertising market. TV spending retained poll position with spending of €3.24 billion, followed by digital at €2.64 billion.

If we look into the future of digital advertising it pays to look to the UK, the eCommerce leader of Europe. Mobile advertising spending is predicted to overtake TV advertising this year as it looks set to increase by 35%, making up 27% of the total media advertising spend. The TV advertising market there is still growing by approximately