

Brand Equity

Brand Awareness:

- Strong brand recognition
- Unique Advertisements
- P&G spends \$6 billion a year on advertising



Brand Image:

- Top rated toilet paper brand
- Brand mascot – cartoon bear
- High Quality – soft, better for skin and planet
- “We all go. Why not enjoy the go?”
- “Pillow softness you can see and feel”
- Newest Inventions: Rollbot, Smellsense, V.I.Pee, Van-Go
- Consumers’ belief that higher prices = higher quality
- Sustainability promise - \$20 million in fiber innovation, reduce greenhouse gas emissions by 50%
- Trustworthy, responsible, sincere, reliable brand
- humorous aspects of selling toilet paper

Brand Personality

- Charmin is a sincere brand – consumer depend on the brand to provide necessary everyday products.
- Brand’s purpose is to improve consumers’ lives in small but meaningful ways by creating superior quality and value products and services.



Brand Analysis of Procter & Gamble

Charmin

Madeline Hoffman



SWOT

Strengths:

- Ranked #1 toilet paper brand in U.S. by Business Insider
- Absorbs the most liquid and is more potent than competitors when wet
- Creative, imaginative, humorous ad campaigns
- Forest Stewardship Council and Rainforest Alliance Certified
- Socially responsible brand

Weaknesses:

- More expensive than competitors
- Shortage of eucalyptus tree – tree Charmin uses to produce its pulp, deficit caused prices of pulp to surge

Opportunities:

- Toilet paper industry is growing exponentially
- Covid-19 Pandemic caused toilet paper demand to increase
- Toilet paper revenue in U.S. is \$13,402,000 and anticipated to grow annually by 1.8%
- Charmin had a 10% increase in U.S. sales in fiscal third quarter

Threats:

- Toilet paper shortage during height of pandemic – disrupted supply chain
- Shortages cause user switches – could cause loss of consumers



Market Segmentation and Target Market

Demographic:

- Male and female ages 24-65
- Upper-middle-class/high-income consumers
- Higher level of education, college degree
- Generation X, millennials, boomers

Psychographic:

- Middle-aged parents who have children, are employed, and have strong opinions.
- Want best for their families and concerned about products used
- Value brands with integrity, innovation, trustworthiness, honesty, market leaders

Behavioral:

- Prefer good quality, long-lasting products within their budget
- Charmin consumers frequent stores like Costco and BJ’s
- Repeat users in decision stage but are high engaging

Geographic:

- Americans who first language is English
- Live in suburban and urban areas with larger populations



PESTLE

Economic:

- Toilet paper product sped up during pandemic, companies had to work overtime to meet high consumer demands

Technological:

- Sustainable toilet paper production
- Recycled paper and bamboo instead of pulp from virgin trees
- Emerging companies offering subscription delivery services

Environmental:

- Recycled paper -> pulp
- Energy used by pulp and paper mills coming from renewable sources
- Water reused up to 10 times then sent to a wastewater facility
- Average American uses 24 rolls of toilet paper each year – waste

Social:

- 19.5 million people in U.S.
- Population grows 0.6% every year
- 65.24% is 15-64 years old
- Organic/health trend
- Millennials buy from sustainable and value brands

Political and Legal:

- 2016 P&G was sued for Charmin’s “Freshmates Flushable Wipes” that were not decomposing – clogging sewers
- Settlement forced Charmin to change labeling on wipes and have stricter testing protocols
- Refund \$0.70 per package purchased

