

BABM1003: INTRODUCTION TO MARKETING INDIVIDUAL REPORT
(ASSIGNMENT 2)

MARKETING ANALYSIS OF BODY SHOP

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Executive Summary

This study analyses the marketing mix of a fictional Body Shop in a relevant industry and determines its target market using the STP model. The assessment also assesses one digital marketing message's ability to reach the target audience and convey the business's desired image. The introduction will describe why this report was prepared, what it will cover, and which organisation was chosen using the last assignment. The marketing mix—product, pricing, location, and advertising—will be examined in this section. Academic and professional sources will be cited in-text. People, processes, and evidence will be considered and clarified. The STP model will identify and discuss the brand's target customers. STP's three processes start with identifying client subsets and choosing the product's best fit. A perceptual map shows purchasers' perceptions of a company's brand or product. The digital marketing communication part will describe why the business uses social media marketing to reach its target audience. The chosen digital advertising campaign's success and how the brand image represents the firm to the target audience will be discussed. The conclusion will summarise the research and suggest ways to strengthen the marketing mix to attract targeted customers through digital marketing communications.

1.0 Introduction

This report has the purpose to offer an analysis of The Body Shop, focusing on the UK market. It includes a brief introduction, marketing mix analysis (product, place, price, and promotion), target customer overview, and digital marketing communication analysis. The scope of this report is to understand The Body Shop's position in the beauty and personal care industry, evaluate its marketing strategies, and analyze its target customer and digital marketing efforts. It provides valuable information for industry insights and brand analysis.

The value of the skincare market in the UK increased to 2.2 billion pounds in 2019, which is an increase from the value of the market in 2018, and it is expected to reach approximately £2.8 billion. (Accenture,2022) In 1976, Dame Anita Lauder & her spouse Gordon founded Body Shop with the intention of putting a strong emphasis on their social responsibilities. (Kearins and Klym.2017)The firm's purpose was to establish itself as the first really worldwide cosmetics brand that placed equal importance on its profit and the health of its employees as well as the beneficial influence that their work has on the environment.

2.0 Discussion

2.1 Marketing Mix

Product: The Body Shop items are made with organic products including butter, calendula, and flavourings and they are not subjected to animal research. They are now able to differentiate themselves from other beauty brands and are regarded as a leading manufacturer as a result. In order to reach a wider audience and interact with customers more personally, they have also developed a strong presence online. (Powering,2017)

The Body Shop is using celebrity marketing to advertise its Retinol Hydration Lotion. Lately, company collaborated with a popular make up artist to produce a number more films showing how and where to utilize the product, and the company has an influencer in each country that make customers understand the benefits of that product, with the final goal of making them to buy. (Statista,2021)

The Body Shop is pushing tea tree essential oil through a focused marketing campaign via email. To encourage prospective buyers, they have created a set of emails that are addressed to their current clients who might be interested in the item. These emails include rebates and other special offers. (The Body Shop, 2021)

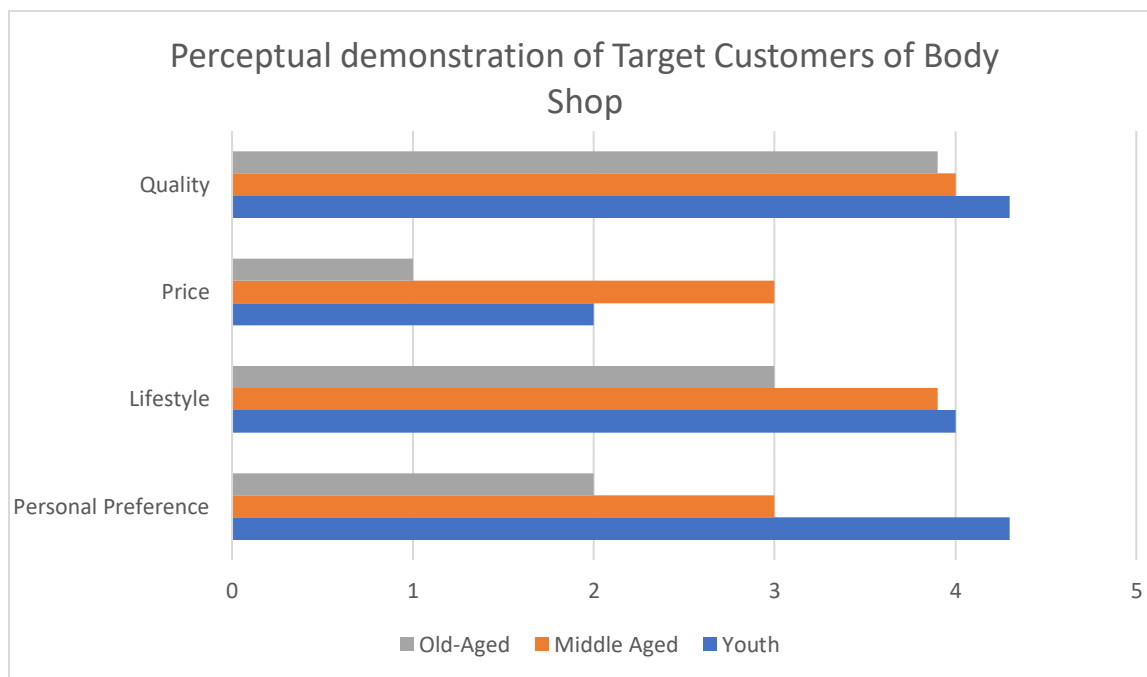
Price:The bulk of The Body Shop's products have costs between \$10 to \$30, which is regarded to be in the middle of the market. Regarding the ethics and quality of the products it sells, the company's pricing strategy is determined by the value it offers to customers. (Powering,2017). The Body Shop charges decent rates for its goods. . This tactic enables businesses to maintain a competitive price while charging more for their goods than their rivals. (Statista,2021) Additionally, because they can pay as much for their goods while sacrificing quality, this technique enables them to uphold their criteria for ethics and naturalness.

Place:There are more than 3,000 The Body Shop locations globally, spread across 66 countries. Products from the business are available for purchase on the firm's site and from a wide range of retail associates, including grocery and department stores (Zhang and Wang,2019)This demonstrates that the company has a broad supply chain, which makes it straightforward for users to acquire the industry's goods.. To make it simple for consumers to acquire their services, Body shops are generally placed in busy places, such as close to main roads or highways. There are The Body Shop locations in over 65 different nations. They operate physical stores in numerous nations in addition to their online shop. The Body Shop has also made use of digital marketing to connect with its target demographic, as this is another site where the business may be found.(Statista,2021)

Promotions: The Body Shop uses a variety of strategies to sell its products, including print and online ads, media affairs, and special occasions. The company regularly supports issues that align with its core values, such as Environment Day and World Animal Day.The business uses social media to actively market its goods and communicate with clients. (Statista,2021)

2.2 Target Customer

With the use of the STP model, it may analyse and segment a market, focus on a certain client segment, and position a brand or item to attract to that segment. Segmentation, choosing a target market, and placement are indeed the three steps in the Segmentation process (Zhang and Wang, 2019, pp. 309). The fundamental idea behind segmenting the market is dividing consumers into groups based on shared tastes or other factors. Selecting a target market involves determining the most appealing segments and selecting one or more components to target. Positioning entails creating a distinctive value proposition and a communications plan specific to the chosen target audience. Segmentation is the method of dividing the target market for a product into different demographics based on factors like youth, gender, wealth, way of life, and region. Beneatha and others, (2021) To best serve their requirements and give them the greatest buying experience imaginable, The Body Shop has divided its clients into these 4 groups:



Body Shop focuses on adult women who are environmentally and health-conscious, but it also targets clients of all ages in general. Psychographic pertaining to those customers that are involved and interested in the medium. The company's strategy is as described above. (Body Shop, 2021)

Geographically, Body Shop focuses on customers in urban areas as well as those who place a high value on civic responsibility. (Zhang and Wang,2019)

Life segmentation: The business focuses on customers who value halal food consumption. (Powering,2017)

Targeting: The Body Shop focuses on using local ingredients, supporting ethical principles, and collaborating with moral organisations to target its audience inside the UK medium. The Body Shop uses conventional and digital marketing techniques, including television and radio commercials, social networks, e - mail marketing, and much more, to offer its customers with a high goods and services. The Body Shop is renowned for its in-store promotions, including the "Commitment to Environment" initiative, which invites consumers to declare your commitment for the planet. (The Body Shop,2021)

Empiricists: These clients are drawn to things that are all-natural and natural. Consumers are looking for goods without artificial colours, flavours, or preservatives. For this market, The Body Shop offers a selection of organic and natural products. (Powering,2017) These clients are on the lookout for high-end, expensive goods. The Body Store offers a selection of high-end goods, including their "Spa of the World" line.

Value Claimants: These consumers are searching for high-quality goods that are cheap and provide a good value for their money. (The Body Shop,2020)

Consumers that seek an encounter while they shop are known as experience seekers. For this market, The Body Shop offers a number of services like makeovers and consultations. (Statista,2021)

The Body Shop is presenting itself as a healthy, moral, and ecological brand in the UK market. The business has pledged to be eco friendly, employing natural products and forgoing animal testing. In order to create ethical products that promote social responsibility, The Body Shop also collaborates closely other regional nonprofits and towns. The business is dedicated to its clients as well, providing a variety of healthy and animal-free items at reasonable costs.(Zhang and Wang,2019) Natural and ethical skincare and cosmetics are available at The Body Shop. The firm's target audience

consists of consumers that value the planet and welfare of animals as well as high-quality, organic product. (Kotler et.al 2019)

2.3 Digital Marketing Communication

Take The Body Shop as an example, which uses social media marketing as part of its digital communication plan to connect with its target market. Social media marketing comprises using platforms like Facebook, Pinterest, Twitter, etc. to publicise a company's goods, engage with potential customers, and develop a devoted following (Kearins and Klyn, 2017, pp. 295). The Body Shop has embraced social media to connect with its target audience and build enduring relationships with its patrons. Such platforms are also used by them to advertise discounts, sell goods, and raise brand awareness. Most of The Body Shop's clients are ethical consumers who care about doing good and promote community companies. The Body Shop has discovered that having a consistent presence on numerous social media channels may encourage a sense of community among its target market and create deeper, more meaningful connections with its clients (Kotler, Kartajaya and Setiawan, 2019). The Body Shop also makes use of celebrity endorsements to broaden its appeal and win over its core clientele. It can be difficult to assess the effectiveness of a digital marketing strategy without data or analytics. (Statista, 2021) The Body Shop, however, can assist in projecting the company's image to the target market if it can successfully express its company image through social media advertising. This involves highlighting the company's dedication to moral and environmentally responsible business practises as well as the exceptional quality and effectiveness of the company's business. The Body Shop uses clever social media marketing techniques. (Zhang and Wang, 2019) The company is adept at using social media sites like Facebook, Instagram, Twitter, and YouTube to connect with its target audience. They frequently receive significant levels of involvement from their fans as evidenced by the number of likes, remarks. (Statista, 2021) The Body Shop uses social media influencers as part of an effective social media marketing plan. The Body Shop is capable of communicating with its target clients more personally and extend its reach by collaborating with powerful figures in the personal care and cosmetics industries. (Powering, 2017) The Body Shop's dedication to ethical and environmental methods is another factor in the success of its

social media marketing. This speaks to its target audience, who respects the brand's principles and objectives. The Body Shop is able to develop a solid brand identity and reputation that its fans can relate to by disseminating this messaging thru the social media platforms. (Body Shop,2021)Because social media advertising is a powerful and economical method of connecting with customers, The Body Shop uses it to reach its desired audience. It is simpler for The Body Shop to contact its target customers on social media platforms because of their broad and diverse user bases. The brand image of The Body Shop conveys a business image of being responsible, ethical, and dedicated to sustainability. This is demonstrated through the brand's use of natural and cruelty-free ingredients in its products, as well as its commitment to advocating for environmental and social issues.(Zhang and Wang,2019)

Through its marketing efforts, The Body Shop positions itself as a company that cares about more than just selling products. Instead, it aims to make a positive impact on the world through its products and practices. This image appeals to consumers who are looking for products that align with their values, and it helps to differentiate The Body Shop from its competitors.(The Body Shop,2020)

Conclusion

The study comes to the conclusion that The Body Shop successfully appeals to its target demographic of women who are health- and climate consumers by utilising the four Ps of advertising and its dedication to moral and green sourcing. The business also makes use of digital communication techniques including advertising on social media. Only with access to data or analytics can one determine the success of a digital advertising campaign. The Body Shop, though, can assist in projecting the company's image to the customer base if it can successfully express its brand image via social media. In order to attract specific consumers via efficient digital marketing communication, the paper suggests enhancing the marketing strategy.

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