

Name: Evaristo Mendez
Student Number: 2324422
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Lecture: Rhiannon Akers
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Expanding Product and Service Offerings

One key strategy to revitalize The Body Shop brand would be launching new product lines, possibly targeting the male market, which could attract new customers and refresh the brand's image. Additionally, offering exclusive in-store services such as personalized beauty consultations or workshops on innovative product usage could be particularly appealing to a younger audience (BBC News, 2024).

E-commerce and Social Media

Improving online sales is essential in the current retail environment. (Aurelius Group, 2024) Boosting social media campaigns can elevate brand visibility and strengthen customer loyalty by leveraging these platforms to engage more effectively with the audience. Incorporating innovative digital marketing strategies could be pivotal in retaining and growing the customer base.

Sustainability and Social Responsibility

Continuing to lead in sustainability is fundamental for The Body Shop. Innovating products that minimize environmental impact and transparency in sustainability efforts are essential. Effectively communicating achievements in this area can increase consumer trust and support. Corporate social responsibility remains an important pillar for the brand and can differentiate it in a competitive market (The Guardian, 2024).

Adapting to Market Trends

Staying up to date with market changes and anticipating and adapting to new regulations or shifts in consumer preferences. (Birmingham University, 2024) It is also essential to keep an eye on what competitors are doing and adjust strategies accordingly to maintain a competitive edge. Flexibility and quick responsiveness to market trends can be decisive factors in the company's continued success.

Rebranding: Name and Logo Change

A complete rebranding, including changing the name and logo, could symbolize a renewal of the brand and better reflect its current values and evolution. (Sortlist, 2024) This change could attract a younger and more contemporary audience, aligning with current trends and market expectations. A well-executed rebranding can revitalize public perception and rejuvenate the brand's identity. Also, this rebranding effort should be accompanied by a comprehensive marketing campaign that communicates the brand's new vision and direction effectively to both existing and potential customers. This strategy not only enhances visibility but also inspires a deeper connection with the audience.

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