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Blog Post

Unilever



Unilever, a large multinational consumer goods company based in the United Kingdom, is the business I have selected for this analysis. In 1929, the British soap company Lever Brothers and the Dutch margarine company Margarine Unie merged to form Unilever. The business now has operations in over 190 nations and a roster of recognisable brands, including Dove, Axe, Lipton, Hellmann's, Knorr, and Magnum. Unilever's commitment to social and environmental responsibility is reflected in its mission statement, which is "to make sustainable living commonplace."

History

A major theme throughout Unilever's history has been innovation and growth. The company expanded quickly through mergers and acquisitions in its early years of operation. Unilever bought businesses in Australia, Canada, and the US in the 1930s. The business expanded into new product categories in the 1950s and 1960s, including ice cream and personal care items. Unilever began focusing on developing and emerging markets in the 1990s, and in 2010 it

unveiled the Unilever Sustainable Living Plan, which outlined a number of audacious social and environmental objectives.



The commitment to sustainability in Unilever is reflected in the company's mission statement. The Unilever Sustainable Living Plan is a thorough framework that describes the business's sustainability strategy. The plan has three main objectives: enhancing livelihoods, lowering environmental impact, and enhancing health and well-being. In recent years, Unilever has made great strides towards achieving these objectives. For instance, the business has pledged to use only renewable energy by 2030 and has cut its greenhouse gas emissions by 43% since 2008. The company has also made sizeable contributions to social and environmental projects, such as the establishment of a €100 million Living Wage Fund and a €1 billion Climate and Nature Fund.

Reputable company Unilever places a high priority on sustainability and social responsibility. The company's commitment to having a positive impact on the world is reflected in both its mission statement and the Unilever Sustainable Living Plan. Focusing on innovation and growth throughout its history has helped Unilever grow into a global leader in the consumer goods sector. Unilever is a business that is well-positioned to prosper in the years to come thanks to its ambitious sustainability goals and dedication to social and environmental responsibility. A multinational corporation with operations in numerous markets and product categories, Unilever. Unilever combines segmentation, targeting, and positioning strategies to market its products efficiently.

Kotler Statement and Unilever

Market segmentation is a key strategy for Unilever that enables the company to provide a wide variety of products to various consumer groups with different needs and preferences. According to Kotler (1989), the majority of mass marketing strategies are ineffective in the cutthroat business climate of today, where customers demand greater customisation and personalisation. Because of this, Unilever's emphasis on market segmentation is a strategic move that enables the company to create products and marketing plans that are specifically tailored to the needs of various consumer segments.



Unilever uses a variety of market segmentation tools, including psychographic, behavioural, and demographic ones, to divide the market and focus on particular consumer segments. Dove, Axe, Knorr, and Lipton are just a few of the company's many brands that cater to various consumer preferences, from personal care to food and beverages.

As an illustration, the business's Love Beauty and Planet brand sells a variety of personal care items that are vegan, cruelty-free, and contained in 100% recycled plastic bottles. Unilever uses market segmentation as a key marketing tactic because it enables it to provide a wide range of goods that are tailored to the distinct needs and preferences of various consumer groups. Unilever has been able to maintain its market position and appeal to a wide range of consumers

globally by utilising various segmentation variables and focusing on sustainability and social responsibility.

Segmentation

Unilever uses a variety of segmentation techniques to pinpoint and market to particular consumer groups. Demographic segmentation is one of the main segmentation techniques employed by Unilever. The company, for instance, markets its Dove brand to women of all ages while marketing its Axe brand to young men. Geographic segmentation is one of Unilever's key segmentation techniques.

As an illustration, the company's Lipton tea brand offers various product lines and marketing initiatives in various parts of the world to cater to regional tastes and preferences. In addition, Unilever targets customers based on their attitudes and values by using psychographic segmentation. Consumers who care about the environment are the target audience for the company's sustainability-focused products and initiatives, such as its "Clean Future" initiative.

Segmentation variables

Unilever, a multinational manufacturer of consumer goods, divides the market into various consumer segments using a variety of segmentation factors. Unilever's segmentation variables consist of the following:

1. **Demographic Segmentation:** Unilever focuses on a variety of age, gender, income, and social status groups. For instance, Axe deodorant targets young men, while Dove soap targets women between the ages of 18 and 35.
2. **Psychographic Segmentation:** In addition, Unilever divides the market into segments based on consumer lifestyle, values, and attitudes. For instance, the business's Ben & Jerry's ice cream brand caters to customers who care about the environment and favour natural and organic goods.
3. **Behavioural Segmentation:** Based on consumer behaviour, such as purchase occasions, benefits sought, and usage rates, Unilever divides the market into different segments. The company's Knorr brand, for instance, caters to people who enjoy cooking at home and want to quickly prepare flavorful meals.

Targeting

As part of its targeting strategy, Unilever focuses on the market segments that are most likely to buy its products. To target customers, the business combines mass marketing and niche marketing techniques. For instance, it's Ben & Jerry's brand uses niche marketing to appeal to customers who prefer high-end ice cream, while Lipton brand uses mass marketing to reach a wide range of tea drinkers. Unilever also uses various product lines to target various markets. For instance, the company's Knorr brand offers various product lines for various markets, including seasoning mixes in Latin America and soups and sauces in Europe.

Critical analysis

Unilever's current targeting strategy is centred on reaching a wide range of consumers, from premium customers who are willing to pay more for quality to price-sensitive customers. The company's product lines are designed to appeal to a variety of consumer needs across various market segments. For instance, Unilever's Lifebuoy brand caters to consumers with lower incomes, while its Dove brand caters to consumers with higher incomes.

Value creation for customers is at the heart of Unilever's positioning strategy. The business promotes itself as a socially conscious business that provides premium goods at competitive prices. For instance, the business's sustainability programs, like the Sustainable Living Plan, aim to lessen its impact on the environment while providing its customers with eco-friendly products. When Unilever's targeting and positioning strategy is critically analysed, it becomes clear that the company's emphasis on giving its clients value is a major factor in its success.

Unilever has been successful in maintaining its market share in the consumer goods sector by providing a variety of products to meet the needs of its customers. Other international consumer goods firms, like Procter & Gamble and Nestle, which also hold strong market positions, present the company with fierce competition.

Positioning

Positioning Unilever's brands as high-quality, innovative, and socially conscious is a key component of this strategy. A significant component of the company's positioning strategy is its "Sustainable Living" initiative, which aims to lessen the environmental impact of its products. Unilever also positions its brands as market leaders in the markets in which they compete.

Examples include Hellmann's brand, which is positioned as a leading brand in the mayonnaise category, and its Dove brand, which is positioned as a leading brand in the personal care category. Additionally, Unilever supports its brand positioning with marketing initiatives and advertisements.

For instance, Dove's "Real Beauty" campaign aims to position the company as a supporter of body positivity and natural beauty. To effectively market its products to consumers, Unilever combines segmentation, targeting, and positioning techniques. To identify and target particular consumer groups, the company uses segmentation based on demographic, geographic, and psychographic data.



Marketing mix

A variety of marketing mix strategies are used by Unilever, a multinational consumer goods company, to promote its goods. A key marketing tool is the marketing mix, also referred to as the 4Ps. Unilever's current marketing mix strategies are broken down as follows:

Product

Food, personal care, and home care products are just a few of the many goods that Unilever sells. To remain competitive in the market, the company places a strong emphasis on product innovation. To meet the rising demand for sustainability from consumers, it introduced eco-friendly products like Seventh Generation in the US and Love, Beauty, and Planet in the UK.

Price

The pricing strategy used by Unilever is based on the market and product category. The company caters to various consumer segments by offering a mix of premium and value products. For instance, Unilever positions its Lux soap as a premium product while focusing on price-conscious consumers with its Lifebuoy brand.

Promotion

Customers can purchase Unilever products through a number of channels, including brick-and-mortar stores, online marketplaces, and direct-to-consumer sales. The business can reach customers around the globe thanks to its robust distribution network. To broaden its reach, Unilever also collaborates with independent distributors and wholesalers. For instance, Unilever sells its goods through a variety of retail outlets in the UK, such as Tesco, Asda, and Sainsbury's. Customers can also buy Unilever products online through the company's Shop Unilever e-commerce platform. With operations in over 190 nations, Unilever offers its products all over the world.

Place

Unilever uses an integrated marketing communication strategy that combines social media marketing, direct marketing, personal selling, and sales promotion to reach its target audience. The company frequently uses advertising campaigns to spread brand awareness and highlight the advantages of its products. For instance, Unilever's Dove Real Beauty campaign aims to challenge conventional notions of beauty while promoting body positivity. Additionally, the business runs sales campaigns with discounts and coupons to entice customers to buy its goods. In order to interact with its customers and foster brand loyalty, Unilever also makes use of social media websites like Facebook, Instagram, and Twitter. Email marketing and direct mail campaigns are two examples of the company's direct marketing strategies.

In conclusion, Unilever is a multinational corporation that reaches and engages its target markets by utilising a variety of marketing mix strategies. The business uses market segmentation to create specialised products and marketing plans that address the particular needs and preferences of various consumer groups. Unilever can make its products available to customers in different parts of the world thanks to its robust distribution network and e-commerce platforms.

Additionally, Unilever is able to effectively communicate with its target audience thanks to its integrated marketing communication approach, which combines advertising, sales promotion, public relations, direct marketing, personal selling, and social media marketing. With a diverse portfolio of brands that meet a variety of consumer preferences, Unilever has been able to

maintain its position as one of the world's top FMCG companies by utilising these marketing mix strategies.

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