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Component 2 - Portfolio: Presentation, Presentation, Report

Element 2: Segmentation, Targeting, Differentiation and Positioning (STDP) Analysis

2.1 Segmentation

Market segmentation is a fundamental marketing strategy that enables organisations to divide a broad market into smaller groups of consumers who share similar characteristics, needs, behaviours, and purchasing patterns (Kotler et al., 2024). Effective segmentation allows businesses to develop tailored marketing strategies that better satisfy customer requirements while improving resource allocation and competitive advantage. For the proposed sustainable brand extension, Dove EcoClean Refillable Personal Care System, segmentation is critical to identifying consumers most likely to embrace environmentally responsible products and support sustainable consumption practices.

Geographic Segmentation

The primary geographical markets for Dove EcoClean include the United Kingdom, Western Europe, North America, and Australia. These regions have demonstrated increasing consumer awareness regarding environmental sustainability, climate change, and responsible consumption. Consumers within these markets are increasingly seeking products that minimise environmental impact through reduced packaging waste and sustainable sourcing practices (Armstrong et al., 2023).

Additionally, governments and regulatory bodies in these regions are implementing stricter environmental regulations regarding plastic waste and packaging reduction. Such developments create favourable market conditions for refillable product systems, making these regions highly attractive for the introduction of Dove EcoClean. The growing popularity of circular economy initiatives across Europe and North America further supports consumer acceptance of refillable personal care products.

Demographic Segmentation

Demographic segmentation focuses on variables such as age, gender, income, occupation, and educational attainment. The primary demographic segment targeted by Dove EcoClean comprises consumers aged between 18 and 45 years. This age group shows environmental awareness and stronger support for sustainable brands compared with older generations (Kotler et al., 2024). This segment includes Generation Z and Millennial consumers, who consistently demonstrate greater

The product is designed for both male and female consumers because sustainability concerns increasingly transcend traditional gender boundaries. Furthermore, the target audience consists predominantly of middle-income and upper-middle-income consumers who possess sufficient purchasing power to invest in premium sustainable products. Educational attainment also plays an important role, as university-educated consumers are generally more aware of environmental issues and more likely to support brands that align with their ethical values (Solomon et al., 2023).

Psychographic Segmentation

Psychographic segmentation examines consumers' lifestyles, values, attitudes, interests, and personalities. Dove EcoClean specifically targets consumers who prioritise sustainability and actively seek environmentally responsible products. These consumers often support ethical businesses, engage in recycling activities, and attempt to minimise their environmental footprint through conscious purchasing decisions.

The target market also includes individuals who value personal wellbeing and social responsibility. Such consumers are attracted to brands that demonstrate transparency, environmental stewardship, and ethical business practices. Many consumers within this segment are willing to pay a premium for products that align with their personal values and contribute positively to society (Aaker, 2020). Consequently, Dove EcoClean's sustainability-focused proposition strongly resonates with this lifestyle-oriented market segment.

Behavioural Segmentation

Behavioural segmentation focuses on consumers' purchasing habits, usage patterns, brand loyalty, and benefits sought. The Dove EcoClean extension targets consumers who actively seek products that reduce plastic waste and support sustainable living. These individuals are motivated by environmental benefits and increasingly prefer refillable and reusable product systems over traditional single-use packaging.

The segment also includes consumers who demonstrate strong brand loyalty towards Dove and are likely to trust the brand when introducing innovative sustainable solutions. Additionally, customers seeking long-term value may appreciate refill systems because they reduce packaging costs over time while supporting environmental objectives. Therefore, behavioural characteristics strongly support the viability of this sustainable brand extension.

2.2 Targeting

Following the segmentation process, Dove EcoClean adopts a concentrated targeting strategy that focuses primarily on environmentally conscious Millennials and Generation Z consumers. According to Kotler et al. (2024), concentrated targeting enables organisations to allocate marketing resources efficiently towards segments with the highest growth potential and strongest alignment with the product offering.

The primary target audience consists of consumers aged 18–45 years who demonstrate strong environmental values and regularly purchase personal care products. These consumers actively engage with sustainability-related issues and often seek brands that reflect their personal beliefs and lifestyle choices. Furthermore, they are highly active on social media platforms, making them more accessible through digital marketing campaigns and influencer partnerships.

Research indicates that younger consumers increasingly expect organisations to address environmental concerns and contribute positively to sustainable development goals (Deloitte, 2024). As a result, Dove EcoClean is positioned to appeal directly to these consumers by offering a practical solution to the growing problem of plastic waste.

A secondary target market includes environmentally conscious families seeking sustainable household consumption practices. Parents are increasingly concerned about the environmental impact of everyday products and often look for opportunities to reduce waste while maintaining product quality and convenience. The refillable nature of Dove EcoClean provides both environmental and economic benefits, making it attractive to family households.

2.3 Differentiation

Differentiation refers to the process of creating distinctive value that separates a brand from its competitors in the marketplace (Porter, 1985). The success of Dove EcoClean depends on its ability to establish meaningful differentiation across product, sustainability, and brand dimensions.

Product Differentiation

Dove EcoClean differentiates itself through its innovative refillable packaging system. The product incorporates durable dispensers manufactured from recycled aluminium, designed for long-term reuse. Consumers subsequently purchase refill pouches that use

substantially less plastic than conventional packaging formats. This approach provides a tangible environmental benefit while maintaining the quality and convenience associated with Dove products.

Furthermore, the premium design of the dispensers enhances product aesthetics and encourages long-term consumer adoption. The combination of functionality, sustainability, and design creates a unique value proposition within the personal care market.

Sustainability Differentiation

Many personal care brands have introduced recyclable packaging; however, Dove EcoClean moves beyond recycling by prioritising waste reduction and reuse. This distinction aligns closely with circular economy principles, which emphasise reducing resource consumption through product longevity and reusable systems (Ellen MacArthur Foundation, 2023).

By addressing the root cause of packaging waste rather than simply improving recyclability, Dove EcoClean establishes a stronger sustainability position compared with competitors relying solely on recyclable materials. This approach strengthens the brand's environmental credibility and supports Unilever's broader sustainability commitments.

Brand Differentiation

Dove possesses substantial brand equity built through decades of consumer trust, product quality, and socially responsible marketing initiatives. The brand's established reputation for authenticity and inclusivity provides a significant competitive advantage when launching sustainable innovations.

Consumers are more likely to adopt sustainable products from brands they already trust. Consequently, Dove EcoClean benefits from Dove's strong global recognition, positive brand image, and ongoing commitment to environmental sustainability. This combination enhances consumer confidence and reduces perceived risk associated with trying a new product category.

2.4 Positioning

Positioning involves creating a distinctive place in consumers' minds relative to competing products and brands (Kotler et al., 2024). The positioning strategy for Dove EcoClean centres on sustainability, quality, convenience, and environmental responsibility.

Positioning Statement

"For environmentally conscious consumers seeking sustainable personal care solutions, Dove EcoClean offers premium refillable products that significantly reduce plastic waste while maintaining the trusted quality, care, and effectiveness associated with the Dove brand."

This positioning statement clearly communicates the target audience, product benefits, and competitive advantage.

Perceptual Positioning

Within the market, Dove EcoClean would be positioned as a high-quality and highly sustainable personal care solution. Competitors such as The Body Shop and Lush also maintain strong sustainability credentials; however, Dove EcoClean differentiates itself through its mainstream accessibility, refillable packaging innovation, and strong brand equity.

The positioning strategy seeks to occupy the premium sustainability segment while remaining accessible to a broad consumer base. This balance allows Dove EcoClean to appeal to environmentally conscious consumers who desire sustainable solutions without compromising product performance, convenience, or affordability.

Overall, the STDP analysis demonstrates that Dove EcoClean possesses strong market potential. By targeting environmentally conscious consumers, leveraging Dove's established brand reputation, and offering a genuinely sustainable refillable solution, the brand extension can successfully meet emerging consumer demands while contributing to long-term business growth and environmental sustainability.

Element 3: Marketing Mix (7Ps) for Dove EcoClean Sustainable Brand Extension

The marketing mix is a strategic framework that enables organisations to develop and implement marketing strategies by coordinating key elements that influence customer value and purchasing decisions. For service-oriented and sustainability-focused products, the extended marketing mix (7Ps) provides a comprehensive approach that integrates product, price, place, promotion, people, process, and physical evidence (Kotler et al., 2024). The proposed Dove EcoClean Refillable Personal Care System uses these elements to support both business growth and environmental sustainability objectives.

Product

The product is the core component of the marketing mix because it represents the value offered to customers. The Dove EcoClean Refillable Personal Care System is a sustainable brand extension that introduces a refillable packaging solution within the personal care market. The product range includes reusable aluminium dispensers, refill pouches, body wash, shampoo, and conditioner products designed to reduce single-use plastic consumption.

The key innovation lies in the refillable system, which allows consumers to purchase the durable dispenser once and subsequently buy refill packs containing significantly less plastic than traditional packaging. This approach aligns with circular economy principles that emphasise reducing waste through reuse and resource efficiency (Ellen MacArthur Foundation, 2023).

Product quality remains consistent with Dove's established reputation for gentle and effective personal care products. Maintaining quality is essential because consumers are unlikely to adopt sustainable alternatives if product performance is compromised. According to Kotler et al. (2024), sustainable product innovation can create competitive advantage by satisfying consumer demand for environmentally responsible products while strengthening customer loyalty. Therefore, Dove EcoClean combines sustainability, convenience, and product effectiveness to create a compelling value proposition.

Price

Pricing is a critical component of the marketing strategy because it influences consumer perceptions of value and product quality. The Dove EcoClean system will adopt a value-based pricing strategy, whereby prices reflect both the functional benefits and environmental value provided to consumers.

The initial starter kit, consisting of reusable aluminium dispensers and product refills, is proposed at approximately £14.99, while replacement refill packs would retail for approximately £4.99. Although these prices are higher than conventional personal care products, they are justified by the long-term environmental and economic benefits offered by the refill system.

Research indicates that consumers are increasingly willing to pay a premium for products that demonstrate genuine sustainability benefits, particularly when environmental claims

are transparent and credible (Armstrong et al., 2023). The premium pricing strategy also supports Dove's positioning as a high-quality and environmentally responsible brand.

Furthermore, refill packs provide long-term cost savings because consumers do not repeatedly purchase full packaging systems. This creates perceived value while encouraging customer retention and repeat purchasing behaviour. Consequently, the pricing strategy balances profitability with affordability and sustainability objectives.

Place

Place refers to the distribution channels through which products are made available to customers. For Dove EcoClean, an omnichannel distribution strategy will be implemented to maximise accessibility and convenience.

Online distribution channels will include the Unilever website, Amazon, and major supermarket e-commerce platforms. Online retailing offers convenience, broader market reach, and opportunities for subscription-based refill services. Subscription models may further encourage sustainable purchasing habits by ensuring customers receive refill products regularly without requiring additional shopping trips.

Physical retail distribution will include major UK retailers such as Tesco, Sainsbury's, Boots, and Superdrug. These retailers already stock Dove products and possess extensive customer reach. Positioning Dove EcoClean within established retail environments allows consumers to access the new brand extension through familiar purchasing channels.

The omnichannel strategy reflects changing consumer shopping behaviour, where customers increasingly combine online and offline purchasing experiences (Chaffey and Ellis-Chadwick, 2022). By ensuring widespread availability, Dove EcoClean can achieve greater market penetration while supporting consumer adoption of sustainable products.

Promotion

Promotion is essential for creating awareness, educating consumers, and encouraging product adoption. Since Dove EcoClean introduces a new sustainable consumption model, promotional activities must focus not only on product features but also on behavioural change and environmental benefits.

Digital marketing will play a central role in the promotional strategy. Social media campaigns across Instagram, TikTok, Facebook, and YouTube will highlight the

environmental benefits of refillable packaging while demonstrating product usage. Influencer marketing partnerships with sustainability advocates and lifestyle content creators can further increase credibility and engagement among target consumers.

Content marketing and sustainability storytelling will also be important. Consumers increasingly seek authentic narratives regarding environmental responsibility and corporate sustainability commitments. Promotional messages should therefore communicate how Dove EcoClean contributes to reducing plastic waste and supporting circular economy principles.

Public relations activities will emphasise key sustainability achievements, including reductions in plastic consumption, lower carbon emissions, and responsible sourcing initiatives. These communications will strengthen brand reputation and support consumer trust.

The proposed advertising message is:

"Refill. Reuse. Reduce. Care for yourself and the planet."

This slogan communicates both personal and environmental benefits while reinforcing Dove's caring brand identity. Integrated marketing communications ensure consistent messaging across all channels, thereby increasing brand awareness and customer engagement (Kotler et al., 2024).

People

People represent all individuals involved in delivering the customer experience, including employees, retail staff, customer service representatives, and brand ambassadors. In sustainability-focused marketing strategies, employee knowledge and engagement are particularly important because consumers often seek information regarding environmental claims and product benefits.

Employees must receive comprehensive training regarding Dove EcoClean's sustainability objectives, refill system functionality, environmental impact, and customer benefits. Well-informed employees can effectively communicate product advantages and address consumer concerns regarding pricing, usage, and environmental performance.

Furthermore, customer service teams should be equipped to provide guidance on refill subscriptions, product maintenance, and sustainability information. According to Lovelock and Wirtz (2022), knowledgeable employees contribute significantly to customer

satisfaction and brand credibility. Therefore, investing in employee training strengthens consumer confidence and enhances the overall customer experience.

Process

Process refers to the procedures and activities involved in delivering value to customers. The Dove EcoClean system is designed to create a simple, convenient, and sustainable customer journey.

The process begins when consumers purchase a starter kit containing reusable dispensers and initial product refills. Once the original product is used, consumers purchase refill packs rather than replacing the entire container. The dispenser is then reused repeatedly, reducing packaging waste and supporting sustainable consumption behaviour.

The customer journey can be summarised as follows:

Purchase Starter Kit → Use Product → Purchase Refill Packs → Reuse Dispenser → Reduce Plastic Waste

This process encourages long-term customer engagement while supporting circular economy objectives. Simplifying the refill process is essential because consumers are more likely to adopt sustainable behaviours when convenience is maintained (Peattie and Belz, 2010). Therefore, Dove EcoClean's refill model combines environmental responsibility with ease of use.

Physical Evidence

Physical evidence refers to the tangible elements that support customer perceptions of quality, credibility, and brand value. For Dove EcoClean, physical evidence plays an important role in reinforcing sustainability claims and reducing consumer scepticism.

The reusable aluminium dispensers themselves provide visible evidence of the product's environmental commitment. Additional physical evidence includes eco-certifications, sustainable packaging labels, carbon reduction information, and verification of recycled material content.

Packaging should clearly communicate environmental benefits through recognised certification schemes and transparent sustainability information. Research indicates that

consumers are more likely to trust sustainability claims when supported by credible third-party verification and visible environmental indicators (Kotler et al., 2024).

By providing clear evidence of its sustainability credentials, Dove EcoClean can strengthen consumer trust, encourage product adoption, and reinforce its position as a responsible and environmentally conscious brand.

Conclusion

The 7Ps marketing mix demonstrates how Dove EcoClean can successfully implement a sustainable brand extension strategy. Through innovative refillable products, value-based pricing, omnichannel distribution, integrated promotional activities, trained employees, efficient processes, and credible physical evidence, the brand extension supports both environmental sustainability and long-term business growth. The marketing mix elements work collectively to position Dove EcoClean as a high-quality, sustainable personal care solution that meets evolving consumer expectations while contributing to waste reduction and responsible consumption.

Element 4: Reflection

Reflection

Developing the Dove EcoClean sustainable brand extension significantly enhanced my understanding of brand development strategies and sustainable marketing practices. Through this project, I learned how organisations can utilise brand extensions to enter new product categories while leveraging existing brand equity. Applying Kotler's Brand Development Matrix helped me understand the strategic importance of extending an established brand into a new category to support business growth.

One of the most valuable skills developed during this assignment was market analysis. Conducting segmentation, targeting, differentiation, and positioning analysis improved my ability to identify appropriate customer groups and understand how marketing strategies can be tailored to meet specific consumer needs. I also gained a deeper appreciation of how sustainability influences modern consumer purchasing decisions.

The marketing mix section enhanced my strategic thinking skills. It required balancing sustainability objectives with commercial considerations such as pricing, distribution, and promotion. This demonstrated that successful sustainable products must provide value to customers while simultaneously addressing environmental concerns.

Preparing the poster presentation improved my communication and presentation skills. Creating a concise visual summary required me to simplify complex marketing concepts and present them clearly. Delivering the presentation increased my confidence in explaining strategic recommendations and responding to questions.

The project also strengthened my research skills. I reviewed academic literature, sustainability reports, and marketing frameworks to support my recommendations. This improved my ability to evaluate evidence critically and apply theoretical concepts to real business situations.

Overall, the assignment enhanced my marketing knowledge, analytical thinking, communication skills, and understanding of sustainable business practices. In future projects, I would further improve my data analysis skills by incorporating more primary research and consumer insights. I would also spend additional time developing visual presentation techniques to communicate ideas more effectively.

The experience has contributed positively to my personal and professional development by preparing me for future roles involving marketing strategy, brand management, and sustainable business development.

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