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Introduction

Marks & Spencer also known as M&S is a leading retail company in the United Kingdom which deals in food, clothing, home products, and other sustainable products. It has been operating for over a century, and today M&S has a well-defined brand image based on reliability, high quality, sustainability, and customers' needs satisfaction (Fotiadis et al., 2022). The company has also embraced the policy of ethical business and environmentally friendly products making it to be among the best in sustainable retailing that is in line with modern consumerism (Šálková et al., 2023).

Brand extension is a form of product diversification that enables companies in expanding their product portfolio whilst using their existing brand image. It also helps to consolidate the position of the brand in the market and at the same time satisfy the new demands of consumers by responding to the gaps in the market (Junior Ladeira et al., 2022). For M&S, diversification through brand extension can be a good strategy that will improve its competitive position and help the firm to have better relations with its target market.

This report aims at presenting a new brand to integrate into the Marks & Spencer Company by considering its key values of sustainability, quality, and innovation. Namely, the report will present the "M&S EcoEssentials" home appliances line aimed at the consumers who are more concerned with environmental issues. The report will also assess the segmentation, targeting, and positioning factors needed in this extension. The target customers will be described with regard to their demographic and psychographic characteristics in order to create a customer profile. Subsequently, the marketing mix strategy will be discussed to include 7Ps of marketing namely; Product, Price, Promotion, Place, Process, People, and physical evidence in support of the new product line. Thus, the integration of these elements is to show in the context of the report how M&S can grow its product offering while at the same time being a reliable and progressive retailer (Thomas and George, 2021).

Brand Extension

Description of the Proposed New Brand Extension

The idea of branding for M&S is the launch of a new line of products called M&S EcoEssentials, which would be the company's line of home appliances with the focus on environmental friendliness. This line will consist of energy saving kettles, air fryers, reusable food storage and other products that are friendly to the environment. In the product range of 'EcoEssentials', each product shall be made from recyclable materials, be energy-efficient, and come with eco-friendly packaging. Through this range, M&S has the opportunity to capture a new niche market in sustainable home products and at the same time support the company's brand image as being an ethical company.

Alignment with Existing Brand Values and Market Position

"M&S EcoEssentials" is fully compliant with the mission statement of M&S as a company that is dedicated to sustainability, quality, and innovation. Fotiadis et al. (2022) also found out that sustainability should be incorporated in product portfolios in order to increase customer value and brand equity. Well, M&S has been a leading retailer that has always had a clear vision of ethical retailing: quality and sustainability. EcoEssentials also supports this policy because it caters for the current market trend of having products that are friendly to the environment. In addition, this extension enriches M&S's activities of other sustainability programmes, for instance, its "Plan A" that addresses environmental issues (Šálková et al., 2023). This initiative helps M&S to strengthen its position as a progressive retailer that focuses on the needs of the client and the planet.

Value Addition to the Brand

The line of products under the name of M&S EcoEssentials brings a lot of value to the M&S brand, as it focuses on meeting an important customer need for affordable, good quality, and environmentally friendly home appliances. According to Schlager and Christen (2021), it is imperative to identify the needs of the target market and then be able to meet them in order to achieve market segmentation. The increasing consciousness for sustainable living also offers a chance for M&S to satisfy the market need while standing out from the rivals. Also, this extension improves the brand loyalty since customers, who are conscious of sustainability, will be more likely to purchase products from this brand.

STP for the New Brand Extension

Segmentation

Therefore, for the market segmentation of “M&S EcoEssentials,” there is a need to use a strategic approach. This means that the market is segmented according to different factors such as demographic, geographic, psychographic and behavioural characteristics.

- **Demographic Segmentation:** The target demographic includes the target population of 25-55 years of age and both genders with middle to high income earners for the selected market (£30,000-£70,000). These are people in their working-age, parents or caretakers of their children and the environmentally conscious millennials. Education is also an essential factor since consumers with university education are more likely to adopt sustainability and innovation (Thomas and George, 2021). This area is a large segment of the population within the UK, especially the one that is financially secure enough to spend on high-end goods that are environmentally friendly.
- **Geographic Segmentation:** Geographically, the locations to be targeted will be the urban and the suburban regions since consumers in the UK regions are perceived to have higher disposable incomes. These regions contain a higher density of green-concerned consumers who are willing to spend a little more to get green products (Šálková and Ščurek, 2023). In particular, the representatives of the middle and upper classes, business people and families, who are in search of comfortable and at the same time environmentally friendly products, services, and solutions, can be the target consumers of “M&S EcoEssentials.”
- **Psychographic Segmentation:** Psychographic segmentation delves into the values, attitudes, and lifestyles of the target audience. These are sustainability, quality, and innovation, which are among M&S’s brand values (Fotiadis et al., 2022). This is evident from the target population where most of them are business people, energetic, middle-aged, and are very conscious of environmental conservation. He or she is conscious about the environment and tries to make a conscious consumer choice without harming the environment in the process (Lakatos et al., 2021).
- **Behavioral Segmentation:** Behavioural segmentation is based on consumer’s shopping behaviour or his or her brand consciousness. The target audience refers to the individuals who shop frequently at the M&S and who are particular about the brands they buy and those that are affiliated to the company (Eno et al., 2022)

- These consumers are likely to accept the new product lines in the market that they have an affinity for, for instance, home appliances that are friendly to the environment (Junior Ladeira et al., 2022).

Targeting

Following the market segmentation process, the next step would be to select the most appropriate segment that would incorporate the objectives of “M&S EcoEssentials.”

Target Segment(s)

The primary target segments include:

- ***Environmentally Attuned Young Adults:*** This group is concerned with the environment and is interested in ways of making a positive change in this area. They have the good use of technology, high education level and they are ready to spend on quality items that reflect their principles (Ferrell and Ferrell, 2021).
- ***Families In The Search For Sustainable Housing Solutions:*** The middle to upper income earner families are therefore on the lookout for efficient methods to improve the sustainability of their homes.

Targeting Strategy

This targeting strategy will be used to target more than one segment as they are all interested in the product. This way, M&S can successfully meet the needs of conscious millennials, families and working individuals. Emotional branding will be the key to reach these segments as it will appeal to the values like sustainability, quality, and innovation (Arnett, 2024).

Positioning

The place element is important in making sure that “M&S EcoEssentials” is distinct from the other retail companies. Thus, a clear positioning statement and comparison with competitors should be viewed as critical elements of this process.

Clear Positioning Statement: This is the tagline of the new M&S home appliances which are all environmentally friendly and stylish home appliances that make eco-friendly living easy.

This statement sums up the essence of the brand extension, stressing on the concepts of low price, environmental friendliness, and fashion. It targets the consumer who is interested in quality, stylish and unique product, but at the same time cares about the company’s ethical policies (Nyström, 2022).

Perceived vs. Competitors: In this case, “M&S EcoEssentials” is positioned between luxury brands and budget brands as it is cheaper than luxury brands, but costs more than budget brands but with better quality and sustainability characteristics. For example, luxury fashion brands produce and sell luxury products with environmental friendly attributes but there expensive to middle-income earners (Schlager and Christen, 2021).

Customer Personal Profile

Category	Details
Demographic Information	
Age	32 years
Gender	Female
Income	£45,000 annually
Occupation	Marketing Manager
Education	Master’s degree in Business Administration
Psychographic Information	
Values	Sustainability, health, and work-life balance. She prioritizes eco-consciousness and values brands that align with her ethical beliefs (Lakatos et al., 2021).
Attitudes	Proactive about reducing her carbon footprint. She believes in making informed purchasing decisions that benefit both her lifestyle and the environment (Šálková et al., 2023).
Lifestyle	Lives in a city apartment, enjoys cooking healthy meals, and prioritizes eco-friendly products. Her urban lifestyle demands convenience without compromising sustainability (Kumgliang & Khamwon, 2023).
Buying Behavior	Shops both online and in-store, favoring brands that reflect her values. She is loyal to companies like M&S that emphasize quality and sustainability.

Aspirations

To live a zero-waste lifestyle while maintaining a modern, stylish home. She aspires to adopt sustainable practices in every aspect of her life, from food choices to home appliances (Nilkant et al., 2025).

Marketing Mix Strategy

Product

The new product line is called “M&S EcoEssentials” and will contain home appliances that will cater for the market of environmentally conscious consumers. In each product, three marketing features will be accentuated; energy efficiency, durability and style. For instance, there will be energy-efficient kettles that will help in cutting down the power usage and thus the bills, reusable food storage containers that are eco-friendly hence will help in decreasing the use of plastics, air fryers that are healthier and at the same time help in saving energy (Fotiadis et al., 2022). These aspects conform with Company’s strategies in sustainability and innovation, so that the products would appeal to the target market.

The advantages are not only practical in the implementation of “EcoEssentials.” They are cost effective to the consumer since they help in cutting down on energy costs in the long run. Also, they embrace environmentalism, which works well with consumer sensibility that seeks to avoid negative effects on the surroundings, thereby being appealing to consumers who prefer environmentally friendly products (Šálková et al., 2023).

Price

The pricing strategy of “M&S EcoEssentials” will be based on the premium pricing strategy to justify the superior quality and sustainability of the products as well as their unique design. The rationale of charging a premium price is in line with the company’s positioning of M&S as a premium products seller and also targeting a group of people with a higher willingness to pay for ethical and sustainable products (Arnett, 2024).

To ensure that there is increased uptake of the product during the initial stages, the product will be launched with special offers including discounts for the first customers. For example, the customers who are purchasing “EcoEssentials” during the launch phase may be offered a 10% off or free gifts if they are to purchase more than one product. Freebies, such as points that the customers can later use to make purchases, will also help in encouraging returns. This approach

of sustaining the ability to appeal to the existing target market of the M&S while at the same time attracting an entirely new clientele is a very good one (Junior Ladeira et al., 2022).

Promotion

Promotion of the “M&S EcoEssentials” will therefore aim at creating awareness of the product line and linking it to eco friendliness of the products in line with M&S’s sustainability strategy.

- **Marketing communication:** Social media will be the most effective medium for the promotion of “EcoEssentials.” Instagram, Facebook, and LinkedIn will be employed to advertise the product line through the demonstration of the product line’s utility and functionality through pictures and texts. This is because the purpose of the message will be communicated through sustainability and lifestyle influencers, who will spread a sustainable message to like-minded audiences (Tsygankova and Gordieieva, 2023).
- **Public Relations:** M&S will collaborate with the environmental organisations and influencers to gain credibility. For instance, partnerships with the environmental activists may explain how the “EcoEssentials” supports the cause of environmental conservation. Advertisement and publicity will also enhance the position of the brand and its commitment to ethical retailing (Chomová, 2022).
- **Sales promotion:** in order to encourage repeat customers, they will be able to get special offers or gift cards. Some of the factors that will help in the trial and adoption of the product line include free delivery, bundled offers, and other time-bound promotions (Li, 2023). These strategies are in line with the findings made by Kumgliang and Khamwon (2023) on the role of value-added promotions in brand advocacy.

Place

The “M&S EcoEssentials” will be launched through stores and online shops to reach all customer groups due to the multichannel strategy. Products will be sold in Marks & Spencer stores with the ‘EcoEssentials’ section to give a dedicated approach to customers (Lakatos et al., 2021).

For the online customers, the product line will be easily accessible on the M&S website with detailed information on the products, their images and the benefits of the environment. The convenience of the quick delivery services such as the next day delivery and simplicity in the return policy will improve the customers’ experience. The omnichannel availability provides an opportunity for professionals and families busy with their day-to-day lives in the urban areas

to access the “EcoEssentials” easily whether physically or through the online stores (Schlager & Christen, 2021).

Process (if service-based)

N/A for this product-based brand extension.

People (if service-based)

N/A for this product-based brand extension.

Physical Evidence

Thus, physical evidence becomes an essential factor that can support the key themes of “sustainability” and “premium” for M&S EcoEssentials.

- **Packing:** All forms of packaging will either be reusable or recyclable and will also contain clear messages about the environmental performance of the product. This is in line with the current trend of consumers’ demand for the truth, hence cutting on the costs of wastage (Nilkant et al., 2025).
- **Merchandising:** A specific area of the stores will be designated as ‘EcoEssentials’ and this area will incorporate attractive shelving that draws attention to the features of the product line that are environmentally friendly. Leveraging on such items as QR codes that lead to sustainability stories or product usage instructions will give the customer a further reason to connect with the brand.
- **Online Presence:** Clear quality images, comprehensive descriptions and customer reviews found on the M&S website will act as other types of physical proofs which will enhance consumer confidence hence buying behaviour (Ejike et al., 2024).

Conclusion

M&S EcoEssentials is the proposed brand extension plan which is quite effective for M&S to develop a new line of products and services while, at the same time, strengthening its brand image based on sustainability, quality, and innovation. Thus, the introduction of a line of home appliances that is labelled as environmentally friendly is a perfect fit into the company's ethical retailing policy and meets the current market requirement for green products and services (Fotiadis et al., 2022). Besides, this extension meets the need of consumers for affordable eco-friendly products and contributes to the sustainable development of the company (Šálková et al., 2023).

Thus, the factors for success of "EcoEssentials" are associated with the fact that they are in compliance with the existing values promoted by M&S and, at the same time, they are capable of responding to new customer needs. By means of the segmentation, targeting, and positioning, the product line targets environmentally minded urbans and families, professionals, who are in search of functional and stylish approaches to green living (Thomas and George, 2021). Through the implementation of the four Ps of the marketing mix strategy, M&S guarantees that "EcoEssentials" creates value for all the respective disciplines regarding product and place, price, and promotion.

This brand extension has the potential to expand M&S's market share and customers since it targets the consumers who are concerned with sustainability issues (Junior Ladeira et al., 2022). It is therefore suggested that in order to ensure the success of the product M&S should follow a gradual approach where the first step is to establish a marketing campaign that focuses on the environmentally friendly aspect of the product line.

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