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Poster – Marketing Strategy Pitch

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Marketing Strategy Presentation



NEW BRAND

Boots Botaniq is a new brand of Boots, which will offer new skin-care products to its consumers. It will include new sustainable products made from natural ingredients. In this new brand, Boots will introduce new products for face and body care, such as Gentle Cleanser, Hydrating Moisturiser, and Night Cream for both men and women.



CUSTOMER-CENTRIC APPROACH

67% of people provide value to sustainability in their lifestyle (Moran, 2025). People in the UK are willing to pay more 10% for sustainable products (Watty, 2022). Boots will use Plant-Based Fibers in its production so that users can easily recycle the packaging for new purposes (Zhang et al., 2024). It will maintain the demand of eco-conscious people and prevent pollution.



SEGMENTATION

Both males and females aged 20-45 are the primary customers of this new brand, Boots Botaniq. People who provide value to sustainability, eco-conscious, health-conscious, and skin-care are core customers.



MARKETING MIX

Products: Boots will introduce sustainable products, such as body cream, moisturiser, and night cream that are beneficial for both the environment and skin under the new brand Boots Botaniq. Boots will use Plant-Based Fibers in its production so that users can easily recycle the packaging for new purposes (Zhang et al., 2024).

Promotion: Several types of promotion methods will be used for Boots Botaniq, such as SMM, Influencer marketing, and paid ads.



CONCLUSION

Boots Botaniq is a new brand of the company, where it will introduce some new sustainable products that will be manufactured with 100% biodegradable ingredients. It will also introduce sustainable packaging that will be beneficial for the environment.



REFERENCE

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