**Brand Management**

**NMIMS Solved Assignments for December 2024**

**Case: Gillette Inc.**

**Founded in 1901 by King C. Gillette, Gillette Inc. revolutionized personal grooming with the introduction of the world’s first safety razor, forever changing the way men shave. Over the past century, Gillette has established itself as a global leader in grooming, consistently innovating to deliver superior products that meet the evolving needs of consumers. In 1938, the company introduced the first razor blade made of stainless steel, significantly extending blade life. The 1970s saw the launch of the Trac II, the first two- blade razor system, followed by the Sensor in 1990, the first razor with spring-loaded blades. Later they introduced a disposable twin-blade razor namely Presto. The new millennium ushered in the Gillette Mach3 in 1998, which set a new standard for shaving performance. Gillette continues to innovate, expanding its product range to include a variety of grooming products, from razors and shaving gels to deodorants and skincare items.**

***Target Segments***

**Gillette's razor range is diverse, catering to different shaving preferences and skin types. Gillette’s product segmentation is designed to target different demographics—from young adults entering the grooming market to mature men seeking advanced shaving solutions.**

***Social Media Presence***

**Gillette maintains a robust presence on social media platforms, engaging millions of followers worldwide. On Instagram, Gillette has over 1 million followers, where they share grooming tips, product launches, and promotional campaigns. Their Twitter account boasts over 200,000 followers, with a focus on customer interaction and real-time support. Gillette’s YouTube channel, with over 2 million subscribers, features a wide range of content, including advertisements, tutorials, and user testimonials. Through these platforms, Gillette effectively connects with its audience, reinforcing its brand message and maintaining its leadership in the grooming industry.**

**Based on the above case, kindly answer the following three questions.**

**Q1. From the above, it is evident that Gillette has introduced new products for the existing markets and taken their existing range to different countries (markets). This has enabled Gillette to attract different sets of customers using a variation in the product (Trac II, Sensor, Presto, Mach3) under the same Gillette brand. Additionally, using Gillette brand’s popularity, they introduced other product categories Gel, Deodorant, and skin-care products like oil/cream etc. Identify these two brand strategies and explain how they help any organization to ‘Grow the market.’**

**Answer:**

**Introduction:**

Gillette Inc. has effectively utilized two distinct brand strategies: line extension and brand extension. Line extension involves introducing new variations of an existing product within the same category, such as the Trac II, Sensor, Presto, and Mach3 razors, each catering to different shaving preferences and consumer needs. This strategy allows Gillette to target various segments within the shaving market, reaching a broader audience under the trusted Gillette brand name. On the other hand, brand extension involves leveraging Gillette’s established brand reputation to launch new product categories, including shaving gels, deodorants, and skincare products. These strategies expand Gillette’s reach by attracting diverse customer segments and establishing a stronger presence in both grooming and personal care markets, contributing to market growth.

**This is partially solved sample answer**

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**Q2. Partly develop a ‘Brand Management Process’ by explaining one specific process step namely ‘Designing and implementing brand marketing programs’. Write this about Gillette as a brand and the various product ranges they manufacture.**

**Answer:**

**Introduction:**

The Brand Management Process involves strategic steps to build, manage, and sustain a strong brand presence. One critical step in this process is Designing and Implementing Brand Marketing Programs, which ensures that the brand’s message resonates with its target audience across various touchpoints. For Gillette, this step is crucial as it helps convey the brand’s commitment to quality and innovation across its diverse product range, including razors like the Trac II, Sensor, Presto, and Mach3, as well as grooming products like gels, deodorants, and skincare items. By designing impactful marketing programs, Gillette can showcase the unique benefits of each product range, attract different consumer segments, and reinforce its brand identity as a leader in personal grooming worldwide.

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**Q3a. List any five criteria for choosing Brand Elements and relate them with the Gillette brand.**

**Answer:**

**Introduction:**

Brand elements are the unique aspects of a brand, such as its name, logo, tagline, symbols, and characters, which help in creating a recognizable identity. Choosing the right brand elements is essential as they influence how a brand is perceived. For Gillette, these elements are critical to establishing its strong market presence in the grooming industry and differentiating its products from competitors. Here are five criteria relevant to Gillette.

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**Q3b. Suggest Gillette Inc. management your idea to amplify the brand Gillette, using a structured approach for the same.**

**Answer:**

**Introduction:**

Amplifying a brand requires a strategic approach to enhance brand visibility, customer engagement, and loyalty. For Gillette Inc., building on its strong brand foundation involves leveraging digital marketing, product innovation, and customer experience. By following a structured approach that includes clear objectives, target audience identification, content strategy, and performance measurement, Gillette can further strengthen its market position and connect more deeply with its global consumer base.

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