

# OPERATIONAL SUSTAINABILITY: FROM VISION TO STRATEGY AT HENKEL

**Competitors**



These brands don't have a long established history in users' minds they are using a strategy to stay in people's minds

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**Henkel - PRIL**

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First liquid dish washing detergent of Turkey. Introduced to Turkish market in 1973.



**Creative Brief**

Henkel-Pril "I am always there for you"(Ben hep yanındayım)

**Problem:** Market segmentation caused by other brand's promotion policies

**Objective:** Preventing market segmentation, preserving current condition, holding target audience

**Target Group:** Women,aged 18-55 working, retired, housewives or students women who value quality and economy

**Proposition:** Pril which helps them is women's best friend in cleaning

**Reason Why:** It has been an Turkish market for 40 years

**Tone of Voice:** Emotional,trustworthy,friendly

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**Market Analysis**

Market Size - 100 years

Product of competing brands

Key messages for market

OTB handling, digital, social

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**Target Group**

Women between 18-55

Working,retired,housewives,students

People who give importance to quality and economy

Creative Strategy

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THANK YOU  
BENZ DÜNYAMIZI  
ASLI KASAPIN



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## SWOT ANALYSIS

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Powerful cleaning</li><li>• Economical</li><li>• Accessible</li></ul>	<ul style="list-style-type: none"><li>• Giving less number of commercials compared to their competitors</li></ul>
Opportunities	Threads
<ul style="list-style-type: none"><li>• Emotional connections</li><li>• Belonging in client's minds.</li><li>• Call other brand detergents as Pril.</li><li>• Thrustworthy</li></ul>	<ul style="list-style-type: none"><li>• other brands' commercials</li><li>• new powerful brands Tjoin in market</li><li>• divide in the market</li><li>• Sales in the competitor brands</li></ul>

# SWOT ANALYSIS

## Strengths

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## Weaknesses

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- Call other brand detergents as Pril.
- Thrustworthy

## Threads

- other brands' commercials
- new powerful brands Tjoin in market
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- Sales in the competitor brands

# ***Market Analysis***

*400 milion \$ - 24% growing*

*Pril 46% Cif 22% dominating*

*People have a strong devotion*

*Fairy's entrance to the market*

***81% washing dishes hand***

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# Competitors



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# Target Group

Women between 18-55  
Working, Retired, Housewives, Students  
People who pays importance to  
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## Creative Strategy

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*Problem: Competitor's policies and market divides.*

*Marketing Objective: Prevent market segmentation.*

*Communication Objective: Pril is the best friend in cleaning.*

*Insight: when they think about dishwashing liquid Pril pops into their heads because its a known and trusted brand.*

*Proposition: With emotional bonding and belonging, be best friend to help in cleaning to women.*

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