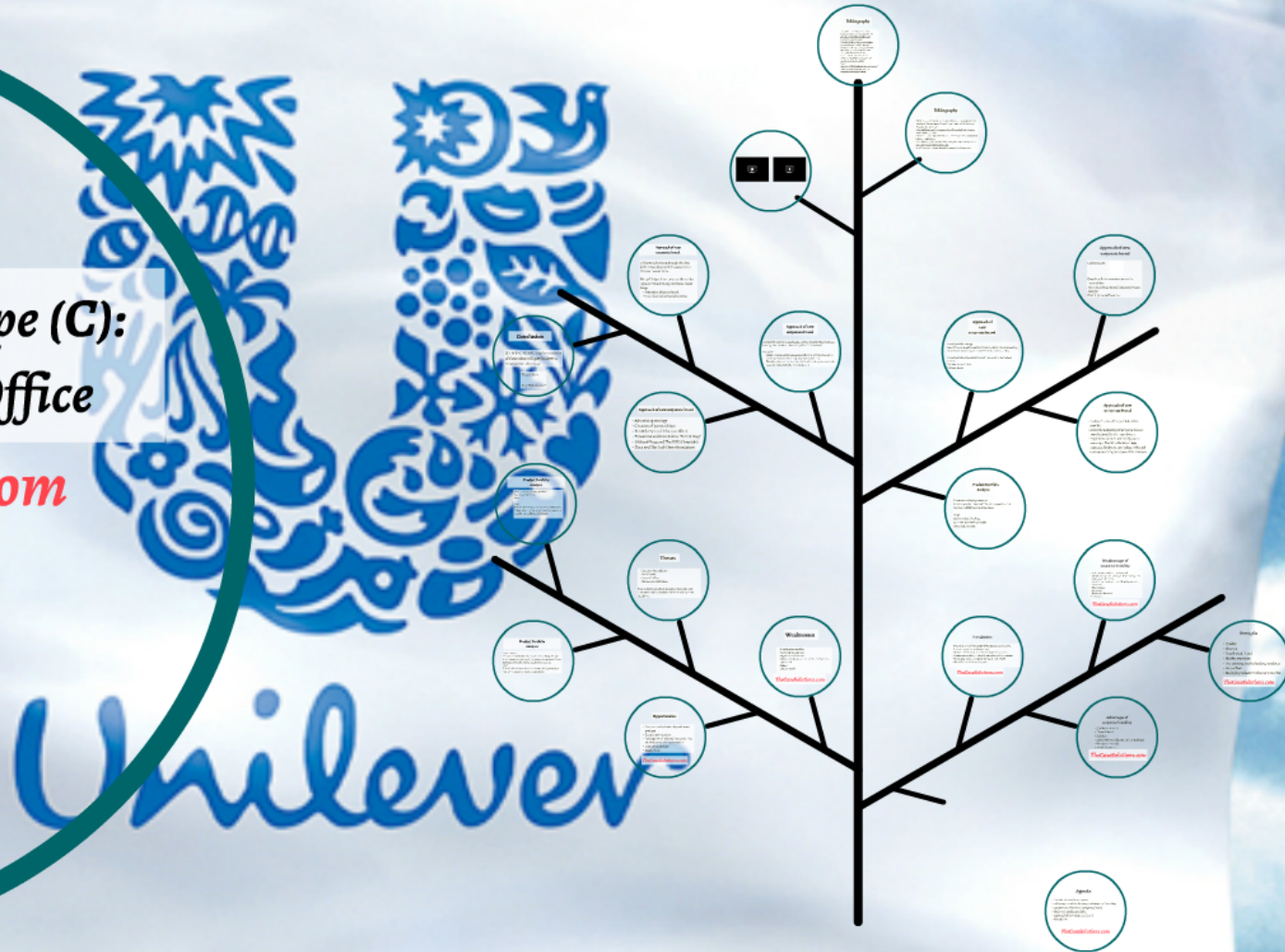


# Unilever Ice Cream Europe (C): Winning Back At The Office

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The background of the slide is a white flag with the Unilever logo, which consists of a blue crest with a lion and a unicorn, and the word "Unilever" in a blue script font below it. A large, dark green circle is superimposed over the center of the flag.

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# Agenda


- Introduction to the company
- Advantages and disadvantages of corporate branding
- Assessment of Unilever's corporate brand
- Unilever's product portfolio
- Approach of new corporate brand
- Conclusion

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## Introduction

- Fronted in 1930 by the merger of Margarine Union & Lever Brothers, operation in 150 countries
- Market capitalization of \$ 90bn and \$ 55bn in revenues
- Fortune 500 ranking – 95th in Profits and 122nd in Revenues
- Third-largest consumer goods company in the world
- Global No.1 position in 8 categories

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## **Advantages of corporate branding**

- Quality Assurance
- Trusted brand
- Stability
- Assist with introduction of new products
- Customer retention
- Brand Awareness

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## Disadvantages of corporate branding

- Risk of negative publicity – Product recall
- Difficult and expensive to bring product branding in line with corporate branding
- Individual products have reduced flexibility to market themselves
- Differentiation
- Impersonal
- Market cannibalization
- Consistency

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## Strengths

- Quality
- Finance
- Established brand
- Market expertise
- Pre-existing market leading products
- Halo effect
- Multiple products in the same market

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# Weaknesses

- Broad product portfolio
- Marketing management
- Organizational structure
- Unilever product preference can be detrimental to own brands
- Budget
- Quality control

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## Opportunities

- Increase market leadership with more products
- Entry to new markets
- Leverage existing brand for partnership creation and market penetration:
- Cost saving strategy
- Supply chain

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