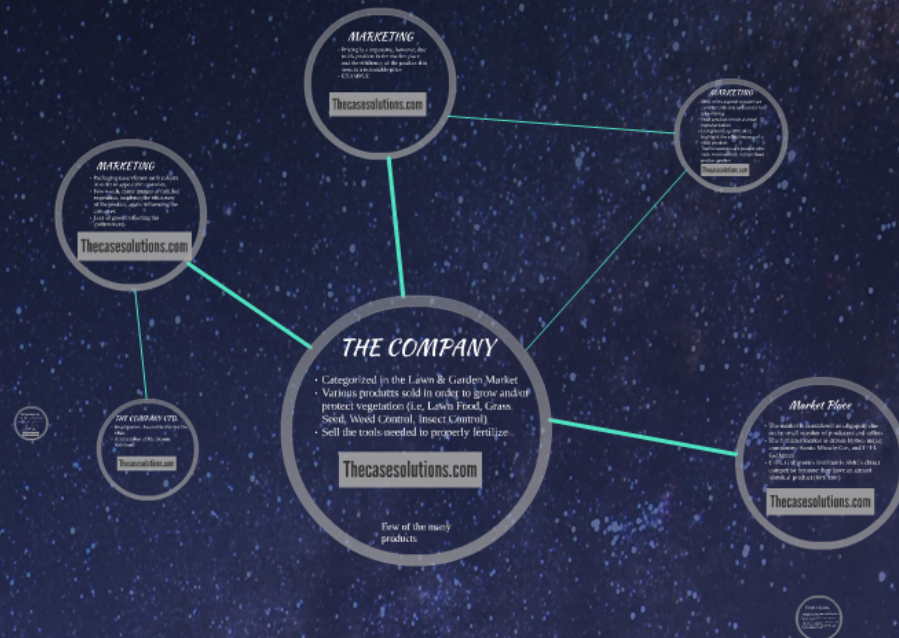


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JWT China: Advertising for the New Chinese Consumer, Chinese Version



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THE COMPANY

- Categorized in the Lawn & Garden Market
- Various products sold in order to grow and/or protect vegetation (i.e, Lawn Food, Grass Seed, Weed Control, Insect Control)
- Sell the tools needed to properly fertilize

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Few of the many
products

THE COMPANY CTD.

- Headquarters located in Marysville, Ohio
- A screenshot of the income statement

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THE COMPANY CTD.

WHY SCOTTS MIRACLE-GRO?

"Over the years, consumers have relied on our brands to meet their lawn and garden needs."

- SMG is greatly relied on by consumers due to the consistent efficiency of the product
- This leads to the company's marketing

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MARKETING

- Packaging uses vibrant earth colours in order to appeal the customer.
- Few words, many images of fulfilled vegetation, implying the efficiency of the product, again influencing the customer.
- Lots of green (reflecting the environment)

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MARKETING

- Pricing is a expensive, however, due to it's position in the market place and the efficiency of the product it is seen as a reasonable price
- EXAMPLE:

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MARKETING

- SMG relies a great amount on commercials and billboards for advertising.
- Final product needs a visual representation
- Using words is difficult to highlight the effectiveness of a SMG product
- The consumers are people who seek maintenance in their lawn and/or garden

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Market Place

- The market is considered an oligopoly due to the small number of producers and sellers
- The fertilizer market is driven by two major companies: Scotts Miracle Gro, and C-I-L Golfgreen
- C-I-L Golfgreen's fertilizer is SMG's direct competitor because they have an almost identical product (fertilizer)

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