**Brand Management**

**December 2024 Examination**

**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.’ (10 Marks)**

**Ans 1.**

**Introduction**

Brand management plays a crucial role in determining the success and market presence of a company. Over the years, Gillette Inc., founded by King C. Gillette in 1901, has demonstrated exemplary brand management through continuous innovation and strategic market expansion. Gillette’s journey from introducing the first safety razor to developing multi-blade systems like the Mach3 showcases how product innovation helps grow market share. Besides its razor products, Gillette expanded into other personal care categories such as gels, deodorants, and skincare products, leveraging the strength of its brand. This approach has allowed Gillette to cater to diverse consumer needs across various demographics and geographies. In this context,

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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. (10 Marks)**

**Ans 2.**

**Introduction**

Brand management is a strategic process that ensures a company’s brand is developed, maintained, and promoted effectively to create value for both the company and its customers. A critical part of this process is designing and implementing brand marketing programs that align with the company’s vision and resonate with the target audience. Gillette, a global leader in grooming products, has been successful in this area by consistently developing and executing brand marketing strategies that highlight the quality, innovation, and reliability of its products. With a product range

**Q3a. List any five criteria for choosing Brand Elements and relate them with the Gillette brand. (5 Marks)**

**Ans 3a.**

**Introduction**

Brand elements are critical components of brand identity that help consumers recognize and differentiate a brand from its competitors. These elements include a brand’s name, logo, slogan, packaging, and any other distinctive features that contribute to its overall identity. For a brand like Gillette, which has been a global leader in the grooming industry for over a century, carefully chosen brand elements have played a significant role in its success. By ensuring these elements are memorable, meaningful, and easily recognizable, Gillette has solidified its position in the minds of consumers

**Q3b. Suggest Gillette Inc. management your idea to amplify the brand Gillette, using a structured approach for the same. (5 Marks)**

**Ans 3b.**

**Introduction**

Gillette Inc. has long been a dominant player in the grooming industry, consistently innovating to meet the evolving needs of consumers. However, in an increasingly competitive and digitalized market, brands must continuously find new ways to amplify their presence and stay relevant. Amplifying the Gillette brand requires a structured approach that leverages digital marketing, customer