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Marketing Plan: Music Electric Toothbrush

Department of Business, Wartburg College

Ty Johnson

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Dr. Mel Gonnerman

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Section 1: Introduction and Background

Electric toothbrushes may be effective but how will it keep track of the spots that really need to be cleaned? Many people are unsure how effective electric toothbrushes are compared to manual ones to treat oral illnesses. A new electric toothbrush aims to make a difference to not to prove that it's more effective than a manual toothbrush but also stands out from other electric toothbrushes. The product being introduced is the motion sensing, music playing electric toothbrush. When brushing, music will be playing from the battery. The music will be by users' choice since its Bluetooth connected. As the person is brushing, there will be timer that will keep track of the allotment of time brushing in one area. When the timer is up, the music will stop, and it will start once it detects that bristles are in a different part of the jaw. This can all be controlled via mobile device. This will help people keep track of how long they should be brushing for especially if they are on specific dentist orders. It will solve the problem of poor dental hygiene while adding allure to the idea of brushing your teeth.

According to Precedence Research, the toothbrush market has a large international market because it's hygienic and essential to everyone (2022). In the U.S alone, the toothbrush market for both manual and electric has a revenue of USD 3.6 billion and is expected to reach 8.6 billion by the year 2030, exhibiting a CAGR of 4.1% during the forecast period.

From this data, people are investing in more effective hygiene products that meets their dentists' recommendations based on their latest dental checkups. This also means people are going to carefully consider what product they will buy based on the quality and style of the toothbrush such as bristle movement and type of battery. According to Allied Market Research, consumers prefer to have rechargeable electric toothbrushes and rotating bristles (2022). This is because it has been proven effective against oral diseases such as gingivitis, cavities, and plaque. However, prices are a major restraint for people especially in the adoption stage since bristles are expensive and need to be changed every three to six months. But with more innovative investments going into the market like digitally connected toothbrushes, it makes up for their take on cost-based prices. Consumer behavior towards products that are similar but new to already existing products will catch people's attention and view it as a fun upgrade from other electric toothbrushes.

The main direct of the marketing plan is to appeal to multiple broad segments since dental health is essential to everyone. However, it is important that the company appeals to adult audiences because of their advanced likelihood to develop an oral illness. The product is to promote a new lifestyle in oral health and to get adults more invested in taking care of their teeth. This new lifestyle will prevent people from becoming lazy and preventing their hygiene from becoming noticeable in a negative way. Not only does the product make a difference, but it must establish that it cleans poor mouth hygiene and people must learn that not cleaning their mouth correctly can take a toll on their oral health. It's important that this information is informing the adult segment in the most convenient times and places.

Section 2: Industry, Company, and Product Overview

As a relatively new company, the Howler company and agency is devoted to becoming a distributor of oral hygiene product such as the Music Electric Toothbrush. Right now, the company is taking the first few baby steps of entering the competitive market. The mission of the company is to uphold all ethics and sustainability out of respect for the consumers of the company's products. The company drives to have its products to be worth it's purchase and be honest and integral in its PR and marketing campaigns. The vision for the Howler company is "Everyone deserves to have a bright and healthy smile with some fun."

The SWOT analysis of Howler company comes with an equal amount of both pros and cons. The company's strength is that it is entering in a trending market for oral hygiene products with investments and revenue of the electric toothbrush industry expected to reach close \$9 billion by 2030, according to the Digital Journal (Newswire, 2022). With this, there will be a lot of opportunities for the company to expand to outside the electric toothbrush market if the product sells well and the company sees substantial profit from the sales of the Music Electric Toothbrush. This could probably introduce a different line of good and improved quality electric toothbrushes. It could even go farther to invest and launch a toothpaste line which could add from the profits and revenue.

On the weakness side, entering and standing out in the electric toothbrush market won't be easy as other companies such as Oral-B and Colgate have effectively seized on the trending market and both achieved mainstream status and rakes in millions of dollars a year, according to Forbes (Team, 2020). This will make it difficult for Howler to break through minority status and become competitive among the two company giants. The threats will also come from these companies since they also have a large production line of electric toothbrushes with similar features and settings such as the "The Hum" by Colgate and is considerably cheaper than Howler's product. A threat for the product is that the music setting for the toothbrush might not matter to some of the targeted segments as sometimes consumers prefer to have simpler products and not care for the feature at all.

The driving factor that the products Howler designs is dedicated to people fulfill their everyday essentials. The Music Electric Toothbrush is designed to benefit a potential customers dental health. The company's values are to invest in high-quality electric toothbrushes so people can stay on top of their dental hygiene. The product is all about supporting a dentist recommendation for their patient to improve their dental hygiene. Although dental hygiene might not be on the top of everyone's minds but if they don't pay attention to it, then it can become harmful to them, and it will cost them more money at the dentist office. The products' goal is to prevent that. The product is an investment for customers that could help prevent from paying dental procedures that could've been avoided if they kept brushing their teeth the correct way. Their belief in having good teeth should also be a social factor since it's an appearance for when someone goes out in public. Their belief is to avoid having bad looking teeth and the product is their tool to make sure that they have the best-looking teeth possible.

Section 3: Strategy

Overall dental health is essential, which means that the target market is very large and broad. The main target market audience for the product is towards adults. The product is suitable for anyone who want to brush their teeth. However, electric toothbrushes cost more than manual ones. This is then segmented into the income as prices for electric toothbrushes could vary between \$50 to as much as \$900. Although the product is somewhat on the lower end of that range and people still consider the amount they are investing in their oral health. Another factor is the actual need for an electric toothbrush depending on the state of the individual's oral health. The product built and marketed towards people who have moderate to severe oral illnesses. Therefore, the product has a rotational brush than a vertical one to thoroughly to treat gum disease and tooth decay and some adults would prefer to the other options.

Placing the product in supermarkets and dentist offices would be necessary to effectively reach the target market and segments given that this would help the product stand out and get noticed in essential places where people are mostly likely to go. Dentist offices will also be places where the product can be sold in. This allows dentists to sell their products at or below market prices and it will help patients obtain access to high-quality products. It will also provide a personal reference from oral hygienist to persuade patients to consider buying the product at a lower price.

In Colgate's "The Hum" has a price of only \$60 which is considerably cheap and competitive but has limited features in mobile device settings and quality. Electric toothbrushes that are decently high quality and with rechargeable batteries are usually what drives up the cost of electric toothbrushes. Howler's electric toothbrush is cost based and will have a price of \$90 based on the quality and added features to the battery and Bluetooth setting. Other toothbrushes with built in settings tend to have more technological investment compared to the product in which a mobile device will dictate the settings. The Bluetooth feature keeps the cost down and more affordable. This will become competitive with other toothbrushes especially if the product is good quality and is considerably cheaper compared to more expensive toothbrushes with similar settings that range in the \$100- \$150 range such as Oral-B's iOS Series 6.

The promotional and branding strategy is to rely on a good PR campaign that will demonstrate the usefulness of the product via microcontent ads and social media. In the campaigns to demonstrate hidden demand, the company should inform the target audience of the increased vulnerabilities that adults are likely to develop an oral illness as they get older. According to the Center for Disease Control, 46% of all adults ages 30 or older have shown signs of gum disease. This will give the target audience a wakeup call that they are at risk for an oral illness (CDC, 2020). Another fact that should be promoted is that according to Consumer Reports, in a study conducted Cochrane Collaboration, people who used an electric toothbrush in the last 3 months have seen an 11% reduction in plaque compared to those who use a manual toothbrush (Wadyka n.d., 2022). This could effectively rise the demand, and the music feature could encourage those who feel unmoved of other companies' electric toothbrushes who have the regular settings. The product is a good example of being differentiable when compared to other toothbrushes in terms of the music feature. This could promote the brand as a new innovative feature that companies have not thought of and it will be the first of its kind.

The packaging and distribution strategies should focus on how the product is different from the other electric toothbrushes. On the packaging label, other companies use a theme of toothpaste related colors to rhyme with the field of dentistry. For the packaging for the product, highlighting the music feature on the box with music notes coming out the brush should attract appeal among consumers who are looking for something different in an electric toothbrush. When distributing the product, some other company products put them on out of package display so people can get a feel of the actual toothbrush and whether the feel of it is right for them instead of waiting to see until the consumer gets home and opens the packaging. The product should be placed with the other electric toothbrushes so when people shop for them, it will be in a relevant place. It will also be a good comparison display among the toothbrushes and how it is different among its price and quality.

The sustainability and ethics strategy for the distribution is that all consumers are entitled to a guarantee. The company must ensure the public that using the toothbrush is safe and easy to use in case the public raises concerns that the electric functions of the brush could become dangerous if not taken care properly. This should be clarified in the PR campaign and as well as the labels on the packages or manuals that come in the packaging for the product. This will include the do's and do not's and what directions of what to do if the product becomes defective. The company should uphold its mission and values and if that is broken within corporate, it is the duty to claim responsibility for the company's actions and those who are involved will have termination or suspension among other consequences. It's important that the company comes to an agreement that if the product causes harm to the customer, there should be some sort of legal agreement that people can and cannot find us liable on, like improper use, but find us liable if the toothbrush causes injury. That is if it was directly created by the product like causing electric burns. Other policies should include that there should be a company refund policy or complimentary if the product becomes defective within the first 90 days of purchase.

Section 4: Goals and Competition

According to Forbes, Colgate has a total revenue of \$15.67 billion in 2019. In their personal care segment, from 2017-2020 they added \$370 million to their revenue (Team, 2020). However, this includes all their toothbrush and toothpaste products for individuals of all ages. These are impressive numbers for well-known brand and if my product can match to at least half or a third of that in the first few years then it has the potential to become competitive among the more popular brands. In the long term, those numbers can translate for enough profit that would be able to start further innovations to the main product and maybe even have enough to launch a toothpaste product line. However, this will not be an easy feat since Howler is a new brand and the product is certainly not cheap, but if these plans prevail and have a good amount of sales and profit then it would be enough to expand the company and become competitive on the national level at least.

Howler's main competitors are the other electric toothbrush companies such as Oral-B and Colgate since they are main distributors of electric toothbrushes and other dental hygiene products. Colgate has an international marketing plan who also has a dental product line for pets

that rakes in \$220 million in revenue, according to Forbes. They also have their brand of electric toothbrushes that also connects via Bluetooth called “The Hum.” It’s a highly reviewed product package that includes bristles and costs \$60 at Walmart. This would qualify as main competitor status but the music playing feature on the product will be enough to stand out. Another competitor would be Oral-B since they have a large product line of electric toothbrushes that ranges from \$30 to \$900. However, most of these are strictly meant for teeth cleaning and does not offer much technological advancements in their products except for the more expensive ones like that of the Oral-B iOS Series 9 which costs \$890 due to the different modes that it for whitening and super sensitivity for teeth. This is a Bluetooth connected device, but it strictly has a purpose for performance and quality but does not provide a motion setting or music playing features. If it makes enough investments in the adult, then it could easily outmatch the Oral-B’s marketing strategy.

Section 5: Summary and Conclusions

The long-term vision for the product is to provide other essentials such as different brush heads so it can improve in the preference segment and therefore create more profit and revenue. Consumers can be picky about their habits in brushing their teeth and if the company offers something that can be easily changed then it should be flexible among the segment that easily be dominated and broaden the target audience.

The major elements of the Howler Company’s marketing plan are its main target audience is for adults ages 20 or older. This a very broad market but the product is made for certain segments that will effectively meet the demand of income, preferences, and oral condition. Another element is that the retail and distribution of this product will be placed in essential places such as supermarkets for the targeted segments to find the product in a place where they can easily find it. This will also be found in dentist offices so when people go to get dentist appointments, they can find it and oral hygienists can personally promote the quality of the product and how it can help the consumers condition. The promotional strategy is based on how the product is different compared to the other electric toothbrushes. Promoting the music feature of the toothbrush would make the product separate itself from the different brands and such. The competitors of the company and product indicate that they are too investing in an increasing market that is expected to raise by at least a quarter by the next decade.

According to the groups consolidated document, this plan is different in terms of distributing the product since some of the places that the document is planning to be distributed in are department stores. The new plan does not include department stores because although they are not as essential places compared to supermarkets where people are most likely to get the things they need. Department stores are a different category of essentials. Sometimes, they don’t even sell essential products. Instead, they sell a large category of relevant products such as outdoors items like Scheels and clothing like JC Penny. These places are also the most ideal places to shop for electric toothbrushes and should be found in more broad and essential places such as Target and Walmart. These improvements can also save the company from wasting money in trying to retail products in places where people are most likely not going to purchase them in. The music electric toothbrush might be a fun item but it’s also essential and therefore should belong in a place where the target audience can easily access the product.

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