

Case study

Simply Nature - the brand



People are probably more conscious about body image than ever before and manufacturers of beauty products are at risk of inadvertently promoting images which display unethical practice. It is impossible to claim a business is completely ethical or unethical due to ethics being subjective.

Simply Nature wants to run an advertising campaign featuring models from a local modelling agency. Their products are designed for niche markets, segmented by:

- skin colour
- skin type
- external conditions
(the natural elements – wind, air, water)
- age.

Their first attempt at advertising did not generate the amount of interest they hoped. They advertised in the regional commuter paper and at teatime on the radio. They undertook a survey on their website to ask for comments. However, despite the advertisement promoting positive body images regardless of shape, size or age, the feedback was negative. Comments such as 'if only I could look like that' and 'are you a miracle worker?' did nothing to increase their sales. One of the major factors Simply Nature had completely overlooked was to think like a potential customer, ask the questions they

would ask and answer those questions in advance in their advertising – questions such as price, distributor, quantity and benefit. They have yet to establish their USP.

While Simply Nature tried hard with their first marketing campaign, and had the best of intentions in trying to project an ethical image and segmenting their market according to age and ethnicity, they realised they needed to relate to the public in a more realistic way. Importantly, they have realised that they need to find out what their customers like about their products so they can build on something positive. They have started to gather testimonials which they are permitted to use and have changed their website so users can upload their photographs and comments to share with others.

Nevertheless, what Simply Nature are especially proud of is the ethical practice they apply to manufacturing their product, using all natural ingredients. These are sourced by working closely with tribal groups and ensuring they are not exploited, and testing on animals is also banned. They ensure the manufacturing process involves underdeveloped nations, employing the locals and paying a decent wage. Their business values all those involved and promises to continue donating a percentage of all profits to support local needs such as educational materials, medication and improving sanitary conditions.

Check your knowledge

- 1 What factors influenced the Simply Nature marketing campaign?
- 2 How has Simply Nature adapted their marketing strategy to stimulate demand?
- 3 What are the aims and objectives of the Simply Nature campaign?
- 4 How would you develop the brand image of Simply Nature?