

P&G

Procter and Gamble

Our Mission: Making everyday more than ordinary.

We believe in finding small but meaningful ways to improve lives now and for generations to come.

Marketing Strategy; Febreze

“A fresh perspective on growing market share and consumer engagement”

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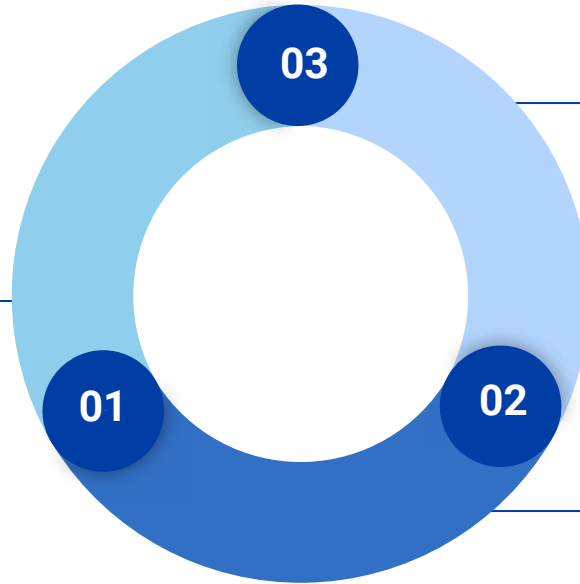
Position Applying for: Marketing Graduate Role

Objectives

Demonstrate Marketing Expertise



- Understanding Market Trends
- Product Positioning.



Propose Innovative Campaign Ideas



- Creative Campaign Concepts
- Engagement Strategies

Showcase Data-Driven Decision Making



- Analytics Utilization
- Real-Time Adjustments

Product Overview; Febreze

Key Product Features:



- **Odour Eliminator**

Favourite campaign of mine is the **BREATHE HAPPY** launched July 7, 2011

- **Unique Scent Variants**, tailored to emotions and mood e.g the newly launched scent of the year “Romance and Desire” created by analysing fragrance trends.

Why I Like Febreze



As a marketer, I'm excited and passionate about the brand positioning statement, **eliminating odors** which is consistent through product creation and advertisement.

It's transparency on ingredient details which connects with the major concerns of home care product consumers.

Product Positioning

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1. Positioning

Transparent, health safe household product for **odor eliminator**, this product appeals to consumers who want to get rid of the filthiest smell and breathe happy.

2. Product Strengths

1. Use of cyclodextrins to trap and encapsulate odor molecules.
2. Balance of product long lasting effectiveness in fighting odours.
3. Creating scents of the year, based on fragrance trends.

Market Trends

- Eco-friendly products
- Scent innovation
- Production transparency
- Product safety around kids and pets



Market Research

According to Mintel the Air Care Market in the United Kingdom



Air care market size: Mintel estimates the retail value sales of aircare reached £684.9 in 2024.



Air care market share: Candles dominate the air care market with 47% market share, but face growing competition from air fresheners.



Air care market trends: 79% of air care launches displayed an eco-ethical claim in 2023.



Market forecast

Steady growth for air care sales is forecast from 2024-29.

Innovation and safety need to be addressed if market is to continue to expand.



Market segmentation

Candles remain in the lead, despite falling share of sales.

Air and carpet fresheners are most buoyant.

Data on market research from Mintel: [Here](#)

Market Research



Market share

Febreze/Ambi Pur maintains dominance of air freshener segment, although competition from other brands is increasing.

Fragmentation evident amongst car freshener brands.

Febreze strengthens presence in buoyant carpet freshener segment.



Distribution channels

Grocery multiples are the main channel for purchasing.

Interest in smaller brands is boosting profile of other channels.

Data on market research from Mintel: [Here](#)

Competitor Analysis

Brand	Strengths	Weaknesses
Febreze	<ul style="list-style-type: none">• Odor elimination• Fabric focused• Scents inspired by emotions• Safe for use around kids and pets• Consistent advertising that is focused on odor elimination• Effective at limited edition scents	<ul style="list-style-type: none">• Competitive price point, when compared to other products in the market• Untapped market (africans in diaspora)
Airwick	<ul style="list-style-type: none">• Wide range of scents• Scents inspired by nature• Automatic sprays, plug-in scented oils, Essential Mist diffusers, aerosols, scented candles, and Stick Ups• Ranked at #2 in the world for home fragrance products	<ul style="list-style-type: none">• Longevity of product is questioned
Glade	<ul style="list-style-type: none">• Seasonal scents• Price point is affordable	<ul style="list-style-type: none">• Longevity of product is questioned

Febreze SWOT

Strength

- Odor elimination
- Fabric focused
- Scents inspired by emotions
- Safe for use around kids and pets
- Consistent brand positioning and advertising that is focused on odor elimination
- Effective at limited edition scent

Weakness

- Competitive price point, when compared to other products in the market
- Untapped market (africans in diaspora)

Opportunity

- Technology advancements- Using timed releases and compatibility with smart home devices
- Creating customised scents for hospitality brands e.g hotels

Threat

- Intense industry competition
- Shift in consumers preference

BRAND VALUE PROPOSITION BACKGROUND

Africans in diaspora who want to have a feel of home by cooking African food.

Cooking strong-smelling traditional African foods often leaves lingering odors in the air and on fabrics, which can be overwhelming and difficult to remove.

Febreze eliminates these strong odors and provides long-lasting freshness, allowing customers to enjoy their food without worrying about lingering smells.

Long lasting freshness and peace of mind.

Brand Value Proposition - Creating Solutions to Consumer Problems.



Overwhelmed about the lingering odor that is difficult to remove on clothes.

Frequently doing laundry, reducing fabric lifespan and increasing cleaning cost.

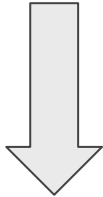
Anxious about guest discomfort, as hospitality is a big part of the African culture.

Brand Value Proposition Consumer Needs and How They Are Met With Febreze

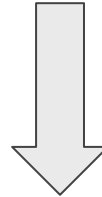
Lingering odor eliminated.

Reducing fabric lifespan and increasing cleaning cost.

Anxious about guest discomfort, as hospitality is a big part of the African culture.



Febreze helps eliminate even the strongest smell.



Consumers can save on laundry bills, detergent, and dry cleaning by reducing the need for frequent washing and increasing fabric lifespan.



Feel confident when hosting guests, which can increase their social well-being.

What to Believe about Febreze

Febreze is concerned about helping you eliminate odour daily.

It is essential that you feel confident when hosting friends and family, than second guessing every single time someone says “what’s that smell”

Helping you save cost and shift your money into something else.

Who We Are Speaking To; Buyer Persona and Target Audience



Tanya, 21 Years Old
Gen Z, student.

I'm a college student who lives in a studio apartment, I love my african food so much but the smell can sometimes overbearing an stick to my cloths. I want a fabric freshener that can help eradicate the smell.



Taiwo, 25 Years Old
Gen Z, Masters student & Single.

You can take the girl out of the village but you can't take the village out of the girl. I enjoy cooking, but I'm torn between my whole house smelling of food or even enjoying the food. I want something that can help tackle the smell of food after cooking.



Andrea, 35 Years Old
Millenial with the vibes, Married and working.

I want my room to smell different from every other person. I don't mind customizing my own room scents. I'm big on scents and I want my personality to shine through my room.

Who We Are Speaking To



Tanya, 21 Years Old
Gen Z, Student.

I hate when I have to grab a cloth for class and all I smell is the food I made in the morning or when I hug my colleagues, all they say is why do you smell like food.
My favorite artist to listen to are Taylor Swift, Ariana Grande, BTS, Harry Styles,
I love to spend time on TikTok and YouTube because there are a lot of students like me on there who I can relate to.

She's currently in the awareness stage in the buyer's journey.

Taiwo, 25 Years Old
Gen Z, Masters student & Single

The struggle is always between, ensuring my house smells nice when ever I have visitors coming around and having to make a delicious meal. Imagine having someone at your place for the first time and struggling to get that smell of food off your living room.
I also love dogs, always fascinated by the different breed of dogs, I tell my friends, I may start a dog day care in the future.

On my free days I spend time at my friends, trying out new recipes, we bound over cooking.

She's in the consideration stage, comparing other products to febreze.



What are Taiwo's need

Why would she consider Febreze Fabric Air Freshener



Reduce her cost of living: Every small saving adds up, and the relief of knowing Taiwo can reduce even one aspect of her daily costs is emotionally rewarding. This peace of mind creates space for her to focus on other priorities, from spending quality time with loved ones to investing in self-care.

Also, the ability to put saved money toward things that matter such as vacations, education, or personal development adds value to her life. Reducing her cost of living doesn't just impact the present; it enhances her ability to invest in future experiences and dreams.



Boost her confidence by having a house that smells fresh when she has visitors around: Taiwo's desire for social acceptance and admiration. Taiwo wants her home to reflect her identity a place that shows she care about her surroundings and the people she invite into their lives. An effective air freshener is a subtle but powerful tool in fostering that pride.

Have peace of mind, enjoy her food and have a fresh space: Food is not just about nourishment; it's about enjoyment, tradition, and connection. Whether cooking for herself or loved ones, the ability to fully enjoy meals without worrying about odors enhances the joy of cooking and eating. The air freshener allows her to focus on the sensory pleasure of food, enhancing moments of comfort, bonding, and satisfaction.

Product Pain Point Of Buyer Personas

What would stop them from buying Febreze

Environment impact: Consumers are increasingly concerned about the environmental footprint of the products they buy. Air fresheners that contain non-biodegradable materials, excessive plastic packaging, or harmful chemicals contribute to pollution. To meet this concern, brands must focus on sustainable, eco-friendly packaging and ingredients that minimize their impact on the planet.

Health impact: Many air fresheners contain chemicals that may pose risks to human health, such as volatile organic compounds (VOCs) and artificial fragrances that can lead to respiratory issues, headaches, or long-term health concerns. Consumers are looking for air fresheners made with natural, non-toxic ingredients that are safer for indoor air quality.

Pet and kids safe: Homes with pets or young children need products that are safe for everyone in the household. Air fresheners containing harmful chemicals could pose a risk to their health, whether through ingestion, skin contact, or inhalation. Consumers want assurance that the air freshener is free from toxic substances and formulated with pet- and child-friendly ingredients.

Allergies and sensitivity: Many consumers are sensitive or allergic to strong scents and harsh chemicals found in air fresheners. These reactions can range from mild discomfort to severe respiratory or skin issues. Air fresheners that are hypoallergenic, fragrance-free, or use gentle, natural ingredients are essential to accommodate those with allergies or sensitivities.



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How I would position Febreze to answer their pain point

- Highlight our commitment to reducing plastic waste and carbon footprint.
- Introduce refillable options or products made from post-consumer recycled materials.
- Promote the use of plant-based or naturally derived ingredients that break down safely in the environment.

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How I would position Febreze to answer their pain point

- Emphasize the absence of harsh chemicals and toxins in our products.
- Certify the safety of our formulas with third-party testing or green certification (e.g., non-toxic, asthma- and allergy-friendly).
- Educate consumers on how our products contribute to a healthier living space.
- Transparent about our formulas and ingredients.



Product Pain Point Of Buyer Personas

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How I would position Febreze to answer their pain point

- Label your products as “pet-safe” and “child-safe,” ensuring transparency with ingredients.
- Offer clear, reassuring information about product safety for the entire household.
- Use gentle, non-toxic ingredients that are less likely to irritate or harm pets and kids.



Product Pain Point Of Buyer Persona

What would stop them from buying Febreze

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How I would position Febreze to answer their pain point

- Offer a “sensitive line” of air fresheners specifically formulated for individuals with allergies or respiratory issues.
- Include options like fragrance-free, hypoallergenic, and low-sensitivity formulas in your product range.
- Partner with allergist organizations to promote your products as safe for sensitive users.

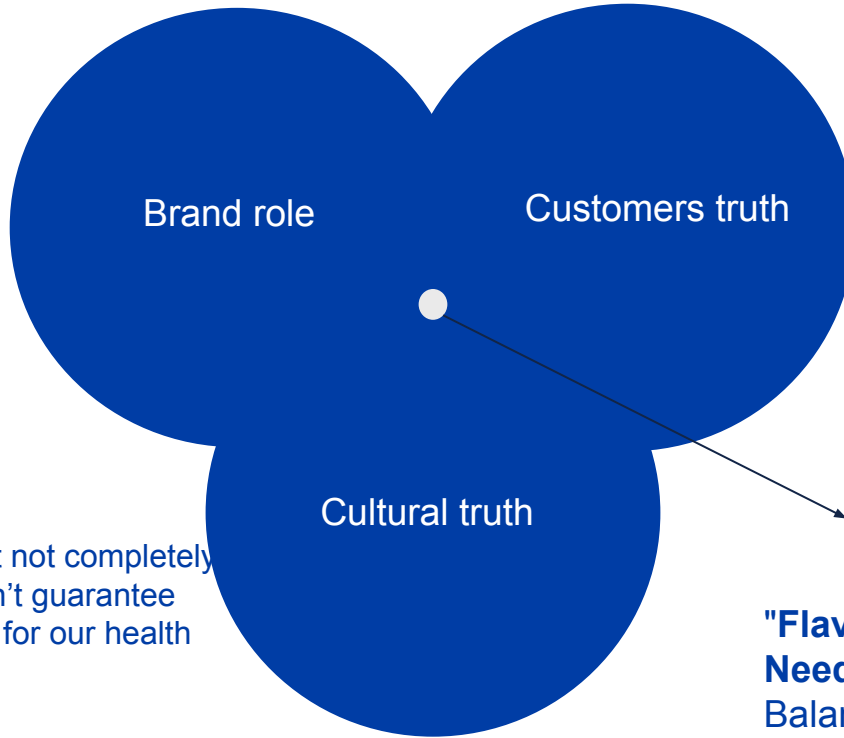




CAMPAIGN IDEA

Campaign Idea

We believe in finding small but meaningful ways to improve lives now and for generations to come.



I'm always struggling with the smell of my food attaching itself to my cloths, and having my whole house smell of food and having visitors come around.

You can get rid of the smell but not completely with other products and we can't guarantee that continuous usage, is save for our health or even kids.

Big Idea

"Flavors You Love, Freshness You Need" "You can have it all"
Balancing the aroma of traditional home-cooked meals with fresh, lingering scents.



Rationale

We all want to enjoy cooking and eating our local delicacies but not having to worry about the smell attaching itself on our cloths or thinking of how to wash it and keep it fresh. Also, no one wants to cook their favorite meal and have their entire house smelling of food and wondering how to get rid of the smell when you have visitors visiting.

"Flavors You Love, Freshness You Need"



PLATFORMS AND CONTENT DISTRIBUTION

		
Why	<p>Visual storytelling for beautiful, lifestyle content.</p> <p>Strong Gen Z and Millennial audience.</p> <p>Integrated shoppable features.</p> <p>Influencer-driven platform for brand trust and community building.</p>	<p>Viral potential with fun, relatable content.</p> <p>Short-form videos for capturing attention quickly.</p> <p>Strong user-generated content culture for trends and challenges.</p>
Who	<p>Students, couples and working professionals (Africans).</p>	<p>Students, couples and working professionals (Africans).</p>
What	<p>Short Reels showing easy fabric freshening tips for small spaces.</p> <p>Before-and-after kitchen transformations after cooking meals.</p>	<p>Showing the use of fabric freshener after cooking strong-smelling food.</p> <p>Humorous clips of cooking traditional meals and freshening up the space afterward.</p>

CONTENT MARKETING STRATEGY FOR THE

"Flavors You Love, Freshness You
Need" or "You can have it all" campaign



WHO

The main target audience for this campaign are africans in diaspora who want to have a bit of home by consuming african food at home but still have a fresh smelling space.

WHAT

Contents will be centred around

- Reels: Quick how-tos.
- Carousel posts: Before/after transformations.
- Stories: Polls, scent personalization ideas.
- User-generated content reposts & influencer collaborations.
- Challenges.
- Short, humorous videos related to strong food odors & freshening up.
- "TikTok made me buy it" style user-generated content or product demos.
- Quick tips, hacks, and transformations for small spaces.
- How-to videos (e.g., "How to keep your small apartment smelling fresh").
- Product demos (e.g., How to remove stubborn cooking odors from clothes).
- Influencer unboxing and review videos.

WHEN

- Posting Schedule
- Instagram: Post 4-5 times per week.
- Stories and Reels can be posted daily at key moments.
- Evenings and weekends tend to see peak Gen Z activity.
- Follow trending times to maximize engagement.

WHERE

Instagram

- Instagram feed for visually rich content.
- Instagram stories for polls, quick interactions, or flash tutorials.
- Instagram reels for short, engaging clips.

TikTok

- TikTok feed for organic reach and discoverability via the **For You Page (FYP)**.
- Partner with TikTok influencers to create relatable content.
- Explore Tik Tok ads for promoting short product demo clips to targeted users.

WHY

- Build **brand awareness** by reaching out to younger audiences (Gen Z and Millennials).
- **Engage** and create relationships via polls, influencer content, and aesthetic branding.
- Push toward **conversion** using Instagram's shoppable features.

- **Create viral moments** through challenges or humorous content.
- Build **awareness and interest** with relatable, snackable content.
- Engage users who are likely to participate in trends and share with friends.

HOW

- Use influencers in home decor and lifestyle to showcase air freshener in daily routines.
 - Create visually appealing posts that emphasize product ease of use.
 - Use trending hashtags (e.g., #CleanLiving, #HomeVibes, #ApartmentGoals) to increase reach.
 - Engage users with story polls and questions about their favorite scents.
 - Run ads targeting personas by interest (home decor, cooking, fresh living).
-
- Focus on short, visually impactful videos that highlight the **ease** of solving problems like food odors in small apartments.
 - Use trending sounds, hashtags, and themes to ride the TikTok wave.
 - Collaborate with TikTok creators for authentic endorsements (e.g., a creator making traditional dishes and freshening the kitchen after cooking).
 - Keep it light, relatable, and entertaining.

HOW

- **Paid social media ads:** Social media ads enable precision targeting based on user interests, behaviors, and demographics to ensure your message reaches the right audience, quickly build brand awareness, and drive immediate action to your website or product pages.
- **Influencer marketing:** Influencers build trust with their audiences, making their endorsements impactful; they can effectively reach specific demographics, particularly Gen Z and Millennials, while creating high-quality, engaging content that showcases your products in real-life scenarios.
- **Search engine ads:** Search ads target users actively seeking solutions, increasing conversion likelihood, while providing measurable ROI through clear performance metrics and enhanced visibility by appearing at the top of search results, which drives more clicks and traffic to your site.

Tracking & Reporting





- Use data analytics tools (Google Analytics, social media insights) to track consumer behavior and optimize marketing efforts.
- Implementation of A/B testing for digital ads to determine the most effective messaging.
- **KPIs:** Identify KPIs such as market share growth, customer engagement, and sales increase that will measure campaign success.

Engagement & Sustenance



Awareness

- Goal: Awareness, Engagement
- Platform (s) : Instagram & TikTok
- Duration : Ongoing
- Idea: Sending febreze fabric freshener and air freshner, this position febreze as a brand that suite the lifestyle of individuals within these target audience.
- Mechanics : Collaborate with influencers who are students, working professionals and mums and have an engaging community.

Select a few micro influencers,send them a PR box with Febreze limited edition scents.

Reshare and tag creators on social media pages as they share videos on social media platforms.

Encourage micro influencers to share how they use their Febreze product on their selected social media platforms.



Sustenance

- Goal: Sustenance & Community Building
- Platform (s) : Instagram & TikTok
- Direction : Video & Memes
- Duration : Ongoing
- Mechanics : Docuseries asking our buyer persona's to share their greatest moments while in college, as a working professional while making their native meal. This will be shared every week on our Instagram and TikTok accounts.

To amplify this, we will call for entries from other individuals also asking them to share on their stories and tag us using a specific hashtag. #mynativedairies

To build momentum for this, we will collaborate with influencers that are trusted by this persona to amplify reach and engagement by asking them to share their story also.



Timelin

e

	Month 1	Month 2	Month 3	Month 4
Awareness				
Sustenance				

MY WHY

To enhance my technical and business acumen, and accelerate my career by spearheading and collaborating in real projects. I also want to improve my leadership skill and collaborate with other creative individuals from diverse cultures who are catalysts for change in their respective fields and in return make an impact by contributing to the overall success and growth of P&G by taking up challenges and advancing in a empowering work environment.

My future aspiration is to develop a career in marketing to help businesses scale up, gain market share in different markets and contribute to the overall business goal.

Thank You

Sources

[UK Air Care Market Report 2024](#)

[Clip Art - Canva](#)