



11. What group of customers were NIVEA targeting in marketing of their anti-foam shaving gel?

NIVEA challenge was to reach smaller budget than competitors across different countries. The retail target market was 18-25, primarily men and also some beauty-conscious, followed fashion and beauty line products with extra benefits.

12. List out a brief definition of Market Research and its various structures.

The definition of Market Research is involves the systematic gathering, recording and analyzing of data about customers, competitors and the market. This helps marketers to companies by supplying essential information to solve marketing challenges and focus with marketing decisions. Also this market research helps a company create and develop an up-to-date and relevant marketing strategy.

High-quality market research has independent source that long-term beyond the business, collecting and understanding their data collected for the

Nivea Marketing Case Studies With Solutions

**Patrick De Pelsmacker, Maggie
Geuens, Joeri van den Bergh**



Nivea Marketing Case Studies With Solutions:

Marketing Communications Patrick De Pelsmacker, Maggie Geuens, Joeri van den Bergh, 2010 Marketing communication has an overwhelming impact on both society and business This text offers a comprehensive overview of the cornerstones techniques and applications of marketing communications practice in a European context European Casebook on Principles of Marketing Jim Saker, Gareth Smith, 1997 Cases om bl a Polo Mints Virgin Atlantic Airways Nivea Sun Marks Spencer IKEA og Carlsberg Ice Beer

Integrated Marketing Communication Robyn Blakeman, 2023-06-22 Now in its fourth edition this comprehensive text offers a classroom tested step by step approach to the creative processes and strategies for effective integrated marketing communication IMC Robyn Blakeman covers key areas from marketing plans branding positioning and creative briefs to copywriting design and considerations for each major media format Throughout the book explores visual and verbal tactics along with the use of business theory and practices and how these affect the development of the creative message This user friendly introduction walks students through the varied strands of IMC including advertising PR direct marketing and sales promotion in a concise and logical fashion The fourth edition features Twelve new case studies Increased discussion of digital and social media opportunities Content boxes comparing new and traditional media End of chapter discussion questions Comprehensive glossary of terms Case Studies on Competitive Strategies Sumit Kumar Chaudhuri, 2006 This book highlights the various strategies adopted by different companies to successfully maintain an edge over their competitors by achieving high profit and growth rate or a wider market share A few examples of competitive strategies that are commonly *Admap*, 2008

Marketing Research David A. Aaker, V. Kumar, George S. Day, 2001 Transform a world of marketing data into strategic advantage In a world exploding with marketing data there s one text that keeps pace with the latest tools applications and developments in marketing research Now in its Seventh Edition Aaker Kumar and Day s Marketing Research shows future managers and researchers when marketing research can and should be used what research alternatives exist how to recognize effective and ineffective research and how to interpret and apply the results The authors take readers step by step through the entire marketing research process describing the most advanced and current methodologies Reflecting emerging trends and changes in the marketplace this new edition has been completely revised updated and enhanced New features include Relevant and recent examples and citations Expanded coverage of e commerce and database marketing New cases and problems covering a wide range of products and organizations Marketing Research in Business sections in each chapter that focus on the real world applications of marketing research Firm specific and data specific URLs connecting to the most recent information New coverage of the use of SPSS r in illustrating the data analysis Now available with SPSS r software This Seventh Edition can be packaged with SPSS r Student Version 9 0 Set ISBN 0 471 39564 1

Business India, 1991-03 **Understanding Marketing** Celia Phillips, Ad Pruyn, Marie-Paule Kestemont, 2000-04-07 This collection of case studies has been written by

marketing academics at leading universities throughout Europe The cases cover a broad range of marketing issues including new products branding retailing and strategic marketing **European Access** ,2000 **JMR, Journal of Marketing Research** ,1999 **Integrated Marketing Communications** M. Joseph Sirgy,1998 This advanced strategic marketing communications management text introduces advertising by objectives and takes a strong behavioural approach Its focus is on strategic decision operating **Business Superbrands** ,2002 *Agrindex* ,1985 Globalisation and Social Development Ludo Cuyvers,2001 The impact of globalisation on social development is a critical issue for both developed and developing countries In Globalisation and Social Development leading experts investigate this from the perspective of European and more specifically Southeast Asian economies including Thailand the Philippines and Vietnam The contributors provide a well documented multi disciplinary analysis of the relationship between globalisation and social development in regions which in the last two decades have relied heavily on an outward looking development strategy and on attracting FDI and which have been severely hit by the Asian crisis In order to substantiate their analysis the contributors include case studies of company relocation to Southeast Asia The effects of globalisation on compliance with core labour standards in the Asia Pacific are also explored Examining the complex link between globalisation and social development in Europe and Southeast Asia Globalisation and Social Development will be welcomed by economists and social researchers with a specific interest in globalisation and Southeast Asian economies Lecturers and scholars of international economics international business and Asian business will also find the book to be of great interest *German Brief* ,1998 **Graphical Presentations of Data Envelopment Analyses** Anand Desai,Arnold C. Celnicker,David Lynn Bickelhaupt,Glenn Wesley Milligan,Howard J. Klein,K. C. Chan,Marcia P. Miceli,Patric H. Hendershott,Roger D. Blackwell,1991 **Bibliography of Agriculture** ,1977 Vols for 1975 have data provided by National Agricultural Library U S Department of Agriculture *Journal of Marketing* ,2006 Apr issues for 1940 42 include Papers and proceedings of the semi annual Dec meeting of the American Marketing Association 1939 41 Bibliography of Agriculture with Subject Index ,1995 Business World ,1999-07

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