

STRATEGIC MARKETING: LAUNCH OF MOISTURIZING SOAP

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SUMMARY

The purpose of this work was to demystify the notion that having a good idea is enough to make a profit. This is a very shallow idea in the face of constant social changes and the desires of an increasingly selective market in the art of buying. Strategic preparation is necessary to move from the realm of speculation to the realm of reality. It is necessary to be aware of unexpected events, with seemingly negative impacts, which, if well used, can be a window of opportunity to rescue products seen as secondary, such as soap. In times of pandemic, when healthy hygiene habits were emphasized, such as simply washing hands, such products were seen as allies in times of great inconstancy and uncertainty. Thus, for the launch of the moisturizing soap, a theoretical basis was used to support the marketing actions established with a double benefit. Making the product attractive in the consumer market, by giving it visibility and satisfying the public's expectations, with an effective financial return to the company.

Keywords:Marketing. Strategy. Product

ABSTRACT

the purpose of the work was to demystify the notion that just having a good idea is enough to make a profit. A thought, in itself, very shallow in the face of constant social changes and the yearnings of an increasingly selective market in the art of buying. Strategic preparation is necessary to get out of the cogitation plan and successfully migrate to the real plan. It is necessary to be aware of unexpected facts, of negative-looking impacts, which, if properly used, can be the window of opportunity for the rescue of products seen as secondary as soaps. In times of pandemic, where healthy hygiene habits were emphasized, such as simple hand washing, these products were seen as allies in times of great uncertainty and uncertainty. Thus, for the launch of the moisturizing soap, a theoretical basis was used to support the established marketing actions with a double benefit. Make the product attractive in the consumer market, by giving it visibility and meeting public expectations with the effective financial return to the company.

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1 INTRODUCTION

Developing an idea, materializing it into a product intended for an audience and making it profitable is a corporate challenge, given the demands of a more selective market. In today's world, it is unthinkable not to have objective and therefore perceptible data to structure the best strategies to achieve success. A good consumable material is

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only part of the journey. It is necessary to think of ways to make it attractive and known to the consumer mass, in addition to having an accessible financial element. A communication channel is also welcome and highly encouraged. Marketing adds value to the construction process by having important vectors to be taken into consideration, such as the 4 Ps, consisting of product, price, place and promotion.

Therefore, the present *paper* was structured in the following terms. Initially, theoretical references were collected regarding the theme, which covered initial considerations on marketing and its 4Ps necessary to provide the appropriate technical basis. Then, in a brief and empirical way, the context of the moment and the perceptions gathered through observations of facts reported by the media were mentioned, simply as a historical note of opportunity for the product in question, moisturizing soap.

Empirical reality is everything that exists and can be known through experience. In turn, experience is any knowledge obtained through the senses and consciousness. It is a comprehensive, unorganized form of knowledge, acquired spontaneously throughout life (Alyrio, 2009, p. 15).

Finally, after inserting the theoretical basis into the study, the hypothetical product launch was carried out. The idea was to apply the theory to practice, its developments and strategic marketing lines for the fictitious product in an exploratory research methodology that, according to Alyrio (2009, p. 58), is aimed at "refining ideas and constructing hypotheses".

2 MARKETING: THEORETICAL CONSIDERATIONS

Every company thinks about providing an innovative product or service, revolutionary in its use, with a compensating cost-benefit ratio, in addition to having a seductive visual identity capable of surprising its audience in terms of quality, efficiency, beauty, durability and final price.

In truth, the aim of every good placed on the market is to achieve acceptance, to meet the expectations of a critical and fierce market, to consolidate its competitive identity in relation to others, in addition to being attractive enough to generate profitability: evolution and improvements in new generations of unique characteristics with profitability. Marketing, then, would be the means of creation to make this reality a reality. According to Las Casas (2007) and Westwood (1996), it represents the application of knowledge for the proper alignment of consumer satisfaction with the profitable purposes of the corporation, which, for Kotler and Armstrong (2007), would symbolize a relationship of mutual value.

A relevant exchange in demonstrating, according to Rocha and Barros (2006, p. 38), “cultural and not just economic needs, such as retribution, honor, prestige, power and, mainly, giving and receiving as an obligation of the exchange itself, since refusing the game of exchanges means denying the alliance and communion”, this also being the same meaning and concept given to marketing by Nickels and Wood (1999) as exchanges of reciprocal benefits.

Rocha and Barros (2006) state that marketing activity is also an instrument for socializing the product combined with customer experiences, which would reflect the unique moment of culture considered modern, eager to have its lifestyle represented in the products consumed. Therefore, strategies aimed at facilitating and disseminating knowledge are of vital importance in the marketing segment, by aligning corporate and market interests (Toaldo and Luce, 2006), in view of the benefits, from the perspective of the economy, culture and society triad, such as “more jobs, better salaries and a higher standard of living” (Toledo, 2006). *et. al*, 2006, p.49).

In this sense, it is possible to refer to marketing as an ideology, a cultural value that involves the entire company. Its importance is related, mainly, to two factors: the needs and desires of customers are constantly changing and increasingly quickly; and competition is becoming more intense and aggressive every day. Consequently, the company must seek to systematically monitor the evolution of needs, habits, desires and other aspects that characterize demand, and, simultaneously, seek mechanisms to gain and maintain, in a sustainable way, an advantage over competitors. (TOLEDO *et. al*, 2006, p. 48)

Going further, it represents the effort undertaken so that one is not simply offering yet another product, among so many similar ones, organized purposefully on the shelves of supermarkets. It is bringing utility, practicality and, by extension, saving time, with the addition of value to the experience lived by the consumer in a, perhaps, unconscious partnership within a social process (Pereira, 2009).

It is understanding the behavioral pattern in which relationships develop within a given regional context in comparison and/or detriment to others, through timely ideas, clear messages, without prejudice to the consolidation of the balance “between being and having to be, between expectations and practical life achievement” (Mello, 2006, p. 206).

To further diagnose this situation, when we enter this community of life (i.e., marketing academy), we play, during our socialization process within it, roles of consumers of meaning from this and this institution, as well as helping it in the production of its meanings, when we practice our acts. Such reciprocity between the interacting subjects of this world allows the maintenance and perpetuation of this community as reality. (Mello, 2006, p. 205)

This time, *marketing* in itself would not be something superficial and shallow. It represents a rational operation based on objective metrics extracted from studies of habits,

consumer needs and desires. It seeks to balance creativity and revolution, especially technological, in the improvement and/or development of products capable of positioning the company and its niche in the market (Bragança *et. al.*, 2016), which will promote both institutional and social economic growth (Kotler, 2000, 2006).

2.2 THE 4 P'S OF MARKETING

The experience provided by consumption would restore the consumer's sovereignty in their decisions which, for Rocha and Barros (2006, p.44) "expresses previously hidden desires, in a movement from the inside out, and on the other hand, serves as support for the process of recovering the self, through a movement from the outside in".

To launch a product, it is necessary to establish certain guidelines so that acceptance is greater, as well as a minimum margin of error. To achieve due success, marketing variables are used, tools of interest to achieve this objective, called the marketing mix (KOTLER, 1998). According to Jerome McCarthy (1978), this mix consists of product, price, place and promotion, the notable 4P's, with the main focus being the consumer. The idea is to make the consumer the protagonist of the actions taken by the company, taking the following steps: what to supply, how to give visibility to the product, how much it will be sold for, how it will be distributed, access and where it will be available. For Gonçalves *et. al.* (2008) represents the convergence of the needs of the target market, the generation of competitive advantages, making the product unique and the appropriate financial return.

In this sense, Engel, Fiorillo; Cayley (1972) encourage the positive relationship between the peculiarities of the market and the consumer's attitude towards the purchase decision. An important segmentation to be taken into consideration, as, for Weinstein (1995), the display of similar needs leads to behaviors in the same purchasing profile, which would justify, for Añanã *et. al.* (2008), the diversification in the supply of products. As for the product, Kotler and Armstrong (2007) represent a creation designed to be acquired in the market with a view to satisfying consumer desires. It is the tangible, palpable and materialized aspect of the marketing strategy.

Thus, the sphere of production needs to be clothed with symbols that will give it meaning. And consumption is the arena where this meaning effectively occurs. The sphere of production, without the attribution of meanings, is the sphere of lack that places words (meaning) and things (products and services) in disjunction. Introducing meaning into the sphere of production means creating a code that gives rise to consumption.

Production only fulfills its destiny of being consumption through a system that gives it meaning, allowing it to participate in a language and express itself in a language. Consumption is, therefore, the system that classifies goods and identities, things and people, differences and similarities in contemporary social life. (Rocha and Barros, 2006, p. 38)

The product tells a story that essentially reflects a harmonization of interests. On the one hand, there is its reason for existing, its purpose, its why, and on the other, the company's sagacity in taking advantage of a window of opportunity to become a pioneer within a market niche by meeting its needs.

Price, for Las Casas (2006), represents the monetary value attributed to a good when taking into account all investments made for its production, such as raw materials, human capital, research, among others, being the component that generates effective revenue (Kotler and Keller, 2006), in addition to being influenced by competition.

In this regard, Kotler (1998) even lists a chain of elements to be followed for the final quantification of the product, namely: selection of the price objective, determination of demand, estimation and analysis of costs and prices offered by competitors as an objective metric, establishment of a price determination method to arrive at a final value.

For Kotler (1998), promotion represents a set of targeted actions focused on publicizing the product, making it marketable. Las Casas (2006) already enhances this concept, linking it to the element of communication. In short, it represents the way in which the product will gain notoriety beyond being just another available product among many, but also, at the same time, establishing a channel of dialogue between the company and the customer.

In the era of technological advances, when information can be disseminated electronically and reach ever larger populations in less time, we still face primitive problems related to communication. The marketing perspective leads to a better understanding of what our "business" is, a fundamental issue in marketing orientation. When marketing techniques such as market analysis and segmentation, consumer analysis, organization of a marketing information system, performance of marketing audits and marketing decisions are known and used, everything becomes easier. This happens because, when the marketing orientation is adopted, activities are developed based on exchanges and effective knowledge of the market, interests, needs, expectations and desires of the audiences in that market. (AMARAL, 2008, p. 33)

Several means of promotion can be highlighted. The idea of advertising for Las Casas (2006) and for Churchill and Peter (2000) converges on the sponsorship of advertisements for a fixed period of time. Sales promotion, in the concept of Churchill and Peter (2000), also has a fixed period, generally shorter than that of advertising, with a view to stimulating the sale of a good. Public relations, in the teachings of Kotler and Armstrong (2007), is understood as the harmonious relationship between the various sectors of the company and its public with the purpose of

build and consolidate an image with corporate credibility and seriousness in managing possible dishonorable facts of conduct.

The sales force, in the view of Kotler and Armstrong (2007), has as its keyword the relationship, that is, attitudes aimed at creating and maintaining a bridge of interaction with the customer by listening to them, seeking to understand their expectations and making efforts to meet them.

And most importantly, direct marketing would represent closer contact with the customer through product advertisements that, according to Kotler (2008), nurture the expectation of receiving a response from the consumer. It is not just a sale but a way of involving the consumer in the purchase of the product without the presence of intermediaries.

Thus, it can be stated that the use of Direct Marketing is essential for mapping potential customers, thus facilitating the targeting of advertisements and publicity, including facilitating the selection of customers and the creation of actions so that they are known in depth; then, it is easier to meet their needs and satisfy them, making them a loyal customer. This type of marketing also allows for the measurement and collection of data, relating the type of clientele and the profit obtained from them. (Becker, 2017, p.10)

For Becker (2017), several tools can be used in direct marketing, such as personal selling, that is, direct interaction with the consumer, and telemarketing, contact through the telephone communication system. The display of the product in small books, called catalogs, where there are more details about it, such as its characteristics, price, diversifications and specific lines. Classical means are also used, such as direct mail, which, according to Kotler (2000), represents the sending of information or promotional advertisements directed to people at their respective physical addresses or, more recently, by electronic correspondence or *e-commerce*.

THE *e-commerce* or also called electronic commerce, emerged as a sales differentiation strategy for companies. An excellent tactic to go beyond commerce, in addition to acquiring and getting to know customers better, thus being able to offer a product with greater quality and convenience according to the needs of each consumer, increasing sales and the profitability of the organization. (Costa *et. al.*, 2015, p.5)

The internet, in this aspect, has contributed to enhancing direct marketing, which has made communication with the consumer market even faster and more interactive, including with the strategic use of social networks, a more spontaneous, relaxed, accessible to all and widely used form (Toledo, Caigawa and Rocha, 2006).

The possible ways of accessing and distributing the most diverse information are increasingly broad and varied, not to mention the possibilities of associating the use of the most varied formats of records and media, images and sounds. All these advances

Technology and telecommunications can and should be used in the practice of information marketing. In this sense, the relationship with the customer can be carried out with emphasis. The great advantage of communication since the advent of the Internet, for example, is to use it as an interactive channel and to make use of all its functional potential in this dimension, as a two-way communication channel, from the provider to the customer and from the customer to the provider. (Amaral, 2008, p. 38)

And finally, no less important in the marketing structure, there is the place, understood by Kotler and Armstrong (2007) and Boone and Kurtz (1998), as the path taken by the product from its manufacture until it meets the consumer in a logical, accessible and efficient way, being a distribution process with the involvement of several characters acting directly or indirectly in this path.

2.3 PRODUCT LAUNCH: MOISTURIZING SOAP

In terms of product launch, the study of various components and the timely investment in this analysis are essential, which involves a compilation in marketing: the historical context, mapping of needs, location, logistics, packaging, technical quality, response time, replenishment of stock until the consumer market, the communication channel, the reception of consumer perceptions with the subsequent adaptation of the good, among others.

The current pandemic has reshaped people's hygiene habits. Basic care, such as washing hands regularly, has become a watchword, and is also a strong recommendation from the World Health Organization, widely disseminated and encouraged by various media outlets, whether through newspapers or television. In the face of active journalism in this coverage, there has been an incessant search for basic products, such as alcohol, which has even led to its scarcity at various times, to the point of culminating in a considerable increase in price, often three times higher when it is put on the market. Factors such as necessity and prevention were decisive in the desire to obtain these products. An event used to boost the sale of other products, apparently supporting but with potential for purchase: moisturizing soaps. A historical milestone capable of opening a window of opportunity to highlight them. The idea is to use a product capable of sanitizing hands in a normal washing process, and without causing the typical dryness, with the necessary touch of hydration in the area. The product is then a soap with a dual function of asepsis and hydration with a fragrance enriched with a touch of essential oils. It is a line developed in various fragrances and sold in bar and liquid versions. In bar form, it is presented

oval shaped to fit the shape of the hand and not slip when in use. Its visual presentation is its arrangement in a box with abstract designs in gold, containing 4 (four units) and a 50 ml bottle as a sample of the other version.

In the liquid version, there are 250 ml and 500 ml sizes, in transparent bottles, also with abstract paintings with letters drawn in gold, which gives elegance and sophistication to the product's appearance. To preserve the packaging and take advantage of its reuse, refills were made with the same dosage of 250ml or 500ml.

To determine the price of moisturizing soap, the following were taken into consideration: the quality of the raw material used, the costs of acquiring inputs, the time of manufacture and arrival on the shelves, the average price of similar products on the market, the position and behavior of the competition and possible margin for negotiation with intermediaries.

In terms of promotion, the Internet was used as a communication tool and to strengthen customer relations. Short videos were produced and broadcast on the main social media channels for the advertisements. Artists and celebrities were contacted and, upon receiving the product as a courtesy, they would demonstrate it on their social networks and report on their experience.

As a sales promotion strategy, the product is presented at beauty fairs and sales stands. Partnerships were established with retailers in the cosmetics chain so that the product could be demonstrated live in their stores using a small, mobile structure that could be perfectly adapted to any location. Small samples, in liquid versions, were developed for distribution at these events. Social networks are focused on creating content and promoting the product. Profiles were created, in addition to interactive pages with the public, as a direct communication channel to collect their impressions of the product, which will allow for any adjustments for future editions. In terms of market, the product will be sold both in physical stores, at kiosks, and online so that access to it can reach the largest possible number of interested parties. In e-commerce, there is a free shipping policy for purchasing a minimum quantity of products. Loyalty programs are used to encourage consumers who, upon reaching a certain score, will receive limited edition products personalized with the customer's name.

FINAL CONSIDERATIONS

Launching a product is not something to be done lightly. Studies are necessary to try to minimize any type of error in planning and defining

strategies aimed at meeting market needs. The historical pandemic factor as a window of opportunity, confirmed through observation of reported facts, is an element that was taken into consideration.

The structures inherent to the marketing mix, the form of communication with the consumer, the established channel of interaction, were also mentioned in this process, considering that the central idea is the combination of market interests, in having a quality product that meets expectations, and on the other hand, the company that seeks to be this enabling instrument with the effective obtaining of profit.

All considerations and perceptions regarding the launch of the moisturizing soap, a product of empirical existence as an example of the present study, were supported by the application of theoretical references aligned with practice, which provides technical support and an effective basis for the strategies thought out in terms of marketing.

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