

**Alyssa Wallack, Alex Karnstein, Luke
Hobus, Shane Suxho, & Lexi Klein**

Neutrogena Brand Audit

MKT 445 Presentation



Table of Contents

Neutrogena Brand Audit

Brand Elements

The P's

Brand Positioning

Brand Mantra

Application of BRP

Equity Rating & Rationale

Recommendations



Brand Elements



- Brand Name: **Neutrogena** (Offensive)
 - Meaningfulness: Indicates neutrality and gentleness. Sounds like Nitrogen = scientific
 - Memorability is strong
 - Appealing
 - Protectable (registered trademark)

Brand Logo (Offensive & Defensive)

Neutrogena®

- Memorable
- Adaptable (has changed over time)
- Protectable

Colors: **Pink/Blue** (Offensive)

- Memorable, Appealing

Slogans: **“For People With Skin”** (Offensive)

- (Launched 2021)
- Memorable, Meaningful, Appealing



The P's



Product

- ▶ Neutrogena provides a diverse range of body and bath care products, cleansers, and moisturizers designed to address everyday concerns
- ▶ These Products have earned the endorsement of dermatologists for their safety and effectiveness
- ▶ Hydro-Boost is formulated with hyaluronic acid to provide intense hydration and is suitable for various skin types
- ▶ The product range aims to improve skin's moisture retention, resulting in smoother, hydrated, and refreshed skin



Price



Neutrogena Hydro Boost Water...

\$22.99



Neutrogena Hydro Boost Gel Hand...

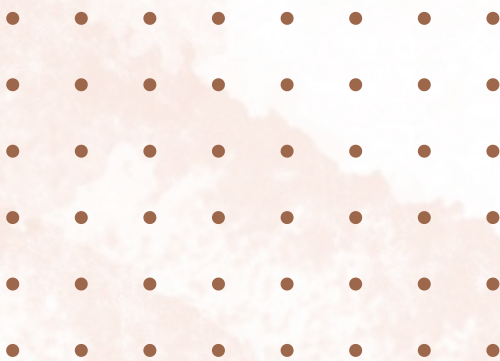
\$7.64 ~~\$8~~



Neutrogena Body Gel Cream, Hydr...

\$11.79

- ▶ Neutrogena provides high-quality products at a competitive price point, strategically positioning itself to stand out among its competitors
- ▶ Neutrogena’s pricing falls between premium and regular, offering excellent value for quality skincare products
- ▶ A bottle of Neutrogena Hydro Boost falls between \$8-\$25 depending on the store, size, and type of Hydro Boost product



Place

- ▶ Neutrogena is a worldwide corporation with a presence in nearly 70 countries across five continents
- ▶ The brand has forged strategic partnerships with hospitals, clinics, and hotel chains, solidifying its reputation for high-quality products
- ▶ Neutrogena products are widely accessible, with availability in supermarkets, convenience stores, hypermarkets, drugstores, and malls
- ▶ Hydro-Boost is widely available through the company's main distribution channels and can be found in most places Neutrogena is found

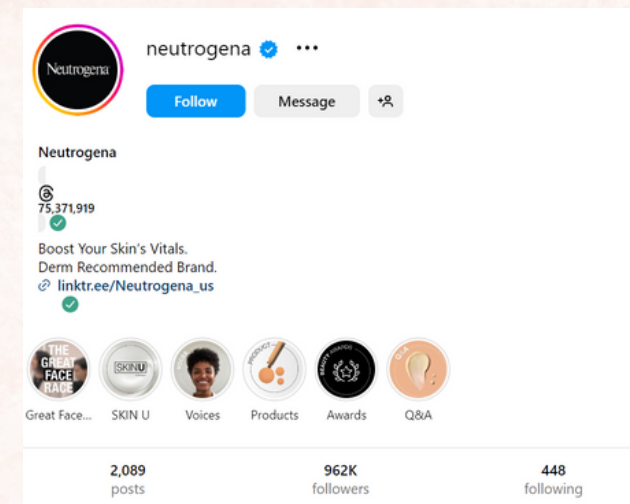


Promotion

▶ Neutrogena has launched innovative and informative advertising campaigns, spanning television, radio, magazines, as well as outdoor mediums like billboards

▶ The company leverages social media platforms to engage with customers through its official website, Twitter, Facebook, Instagram, and Youtube

▶ Neutrogena has crafted compelling and relatable ads that draw inspiration from real-life situations, connecting effectively with younger consumers



Brand Positioning



Positioning Steps

Neutrogena Brand Audit

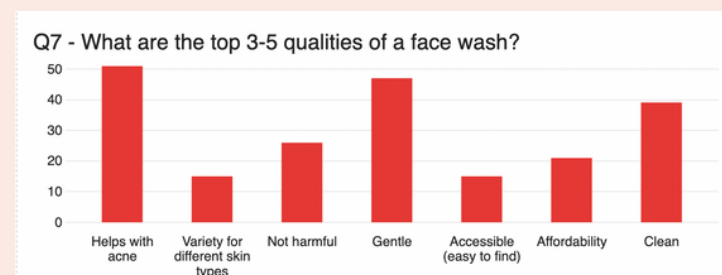
Define competitive frame of reference

- Target market
 - Females, Aged 16-24
 - values personal hygiene and confidence
 - with high usage frequency
- Category (nature of competition)
 - Class: Beauty Products
 - Category: Skincare
 - Type: Face Wash/Cleanser



Define brand knowledge structures

- Points-of-parity (POP's)
 - Helps With Acne (80% of Respondents)
 - Gentle (73% of Respondents)
 - Clean (61% of Respondents)



- Points-of-difference (POD's)
 - Variety of Products (67.9% of Respondents)
 - Aesthetic Packaging (50.9% of Respondents)
 - Popular (78% of Respondents)

Positioning Statement

Neutrogena Brand Audit

Neutrogena is the only Aesthetic and Effective facial cleanser that provides a wide variety of options to help improve skin health and acne for confident females aged 16-24

Competitors

Neutrogena Brand Audit

Examined in survey:



Other found competitors:



Perceptual Map

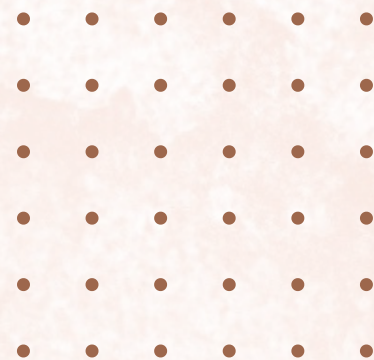
Wide Variety

Aesthetic
Packaging

Cerave
(0.29 ,0.70)

Neutrogena
(0.5 ,0.67)

La Roche-Posay
(0.59 ,0.41)





Brand Mantra

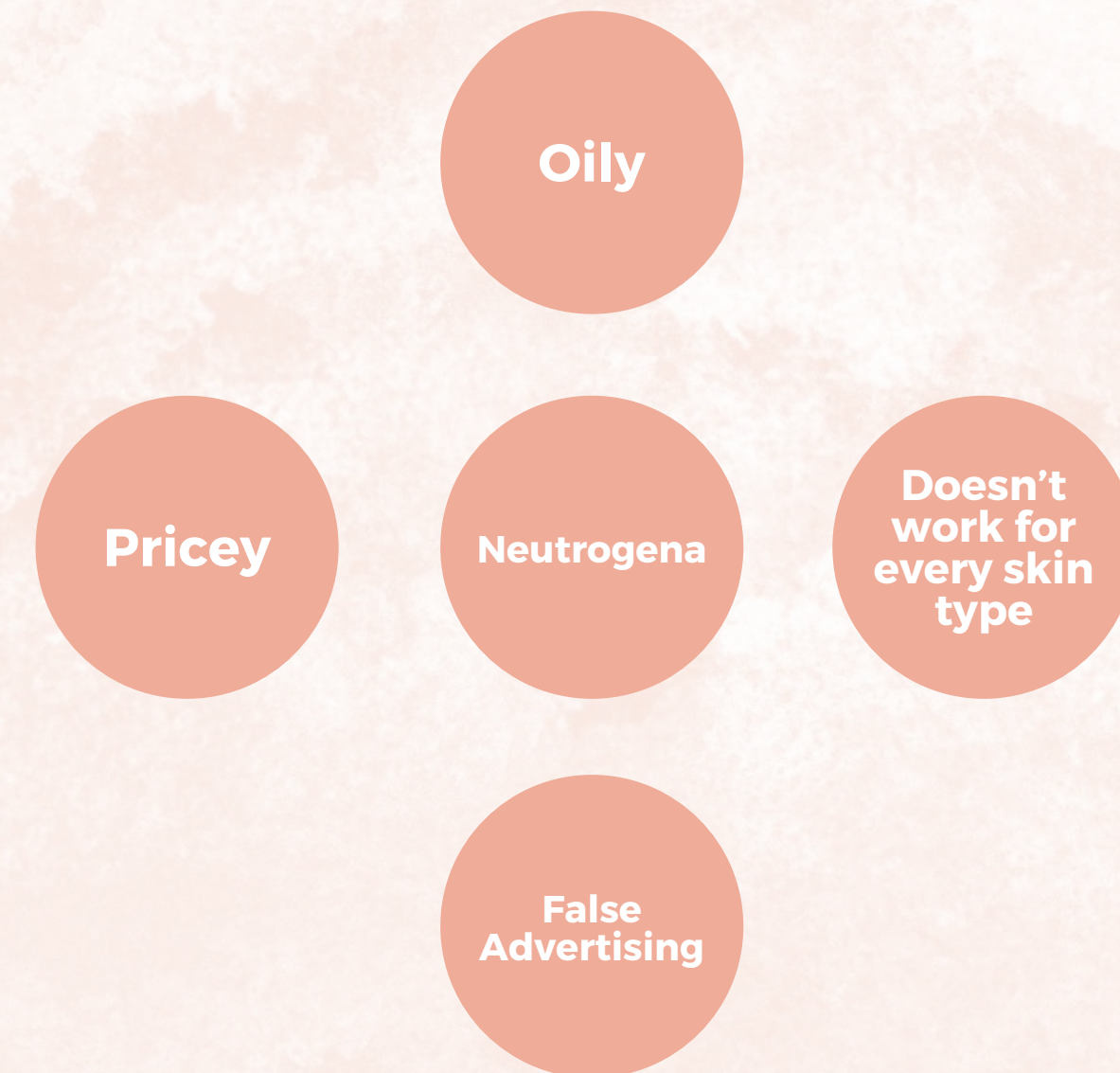


Mental Maps

Positive



Negative



Brand Values

Neutrogena Brand Audit

**Nurturing, Fun, Healthy,
Trustworthy, Cleanliness,
Beautiful, Confident,
Inclusive**





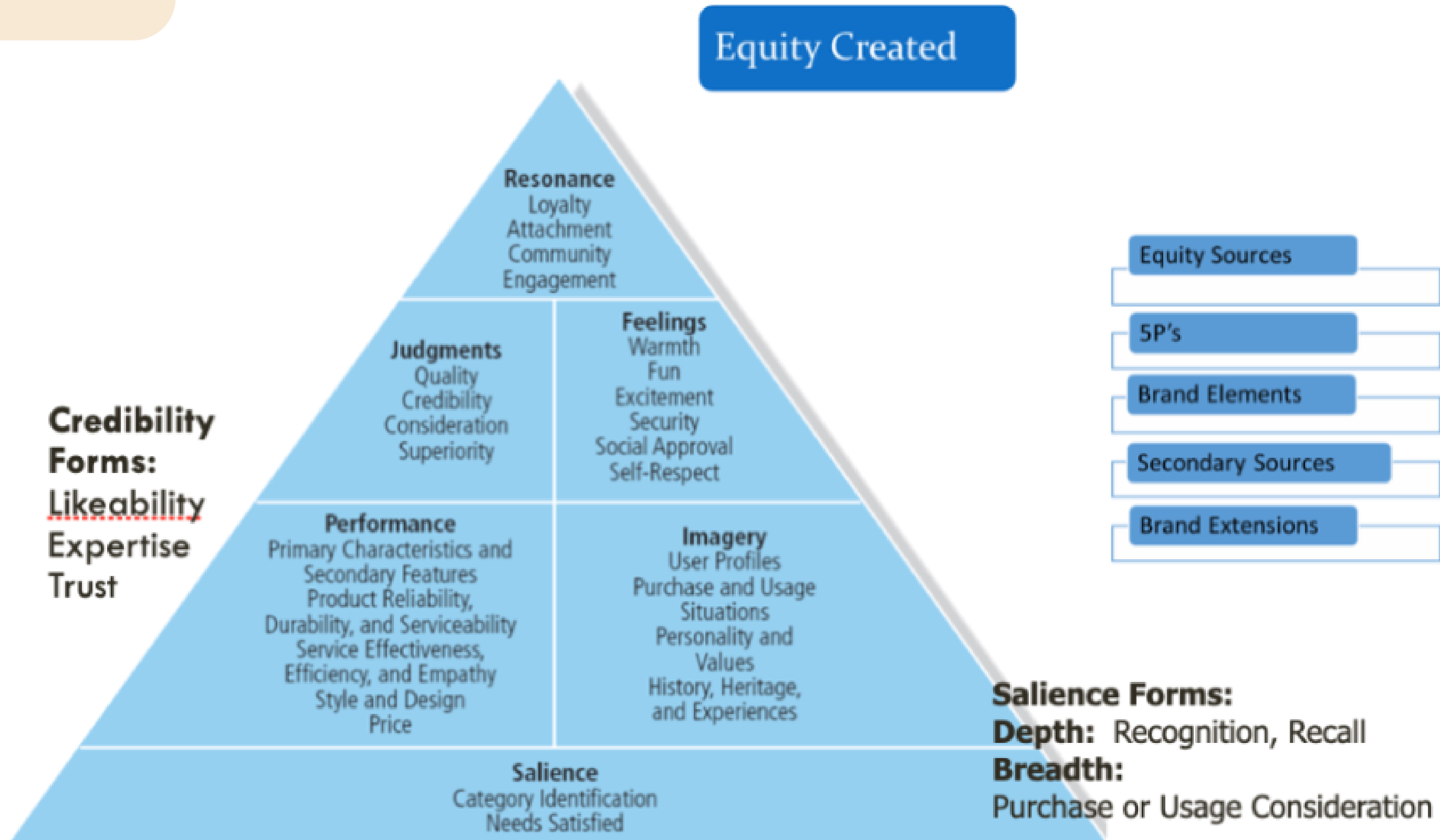
Brand Mantra

Bubbly Nurturing Skincare

Brand Resonance Pyramid

Neutrogena Brand Audit

Sub-dimensions of Brand Building Blocks



Salience

Neutrogena Brand Audit

Recall

Recognition

Purchase & Usage Consideration

Neutrogena

Out of 63 responses, 23 consumers were able to **recall** Neutrogena when thinking of three face wash brands. This gives a 36.5% statistic for the consumer's ability to think of Neutrogena from memory when given its product type, a relatively low brand **recall**.

71.8% of consumers surveyed were able to identify Neutrogena's packaging as its own without the brand label shown. Therefore it is oftentimes identifiable, but not always. The other 28.2% of consumers confused the bottle to be La Roche-Posay's.

According to our survey results, 59.6% of consumers considered using Neutrogena every once and a while and 51.9% considered using it in the morning. This leaves Neutrogena with opportunity to position itself as a daily use brand, specifically in the mornings, rather than only once and a while.

Cerave

There were 48 consumers, out of the 63 that responded to the question that were able to **recall** Cerave from memory when given the product type. This gave the brand a high brand **recall** at 76.2%.

Consumers were almost all able to recognize Cerave's bottle without the labeling attached with 98.4% identifying it. This left only 1.6% of consumers mistaking their packaging for Neutrogena's.

Despite these two purchase and usage considerations being Neutrogena's personal highest scoring options, Cerave comes close with 51.7% of consumers considering using their brand every once and a while and beats them in the in the morning metric with 75% considering using Cerave to start their day. This leaves room for Neutrogena to expand their **purchase & usage consideration** to stay competitive with Cerave.

La Roche-Posay

20.6% of consumers were able to recall La Roche-Posay when given its product type, this is 13 consumers out of 63 responses (including 5 that spelled the brand name wrong). This creates a shaky foundation for the La Roche-Posay, making it the brand seemingly not memorable to the consumer.

For La Roche-Posay, 71.8% of consumers were able to identify the bottle without their label present. Similar to Neutrogena, they're usually recognized, but had 26.6% of consumers mistaking them for Neutrogena and the remaining 1.6% for Cerve.

La Roche-Posay is less competitive with Neutrogena in these metrics, with 52.9% of consumers considering using it every once and a while and 49% considering using La Roche-Posay in the morning. Therefore Neutrogena should focus more on positioning itself above Cerave when it comes to **purchase & usage consideration**.

Performance

Neutrogena Brand Audit

	Variety	Aesthetic Packaging	Hydrating	Leaves Skin Soft
Neutrogena	67.9% of consumers found Neutrogena to have the variety of products they look for in a skincare brand.	Neutrogena has 50.9% of consumers who view them as having aesthetic packaging , which is their leading attribute in the <u>style/design</u> category.	Despite Neutrogena’s inclusion of hylaronic acid in their products and Hydro-Boost collection that targets hydrating results to consumers, only 47.7% of them view it as such.	Neutrogena’s low ratings in the <u>key benefits</u> category of the <u>performance</u> branch sticks out with only 45.3% of consumers viewing the brand to leave skin soft . Despite this being it’s fourth highest performance rating, it fails in the metric in comparison to competitors.
Cerave	While variety was a higher scoring metric for Neutrogena, it remains slightly behind Cerave’s 68.9% rating when it comes to the category of <u>value</u> , leaving them room to improve in product variety when compared to their competitor.	With only 29.3% of consumers who view Cerave to have aeathetic packaging , there’s room open in the skincare category for Neutrogena to position themselves to become the superior in the packaging department.	Cerave has 79.3% of consumers who view their face wash as hydrating , making it a clear competitor for Neutrogena when it comes to key benefits .	Cerave leads the leaves skin soft metric with 71.85% of consumers viewing it as providing such. This is an obvious area for improvement for Neutrogena to become more competitive with competitors such as Cerave.
La Roche-Posay	For La Roche-Posay, Neutrogena has less to worry about with only 40.4% of consumers viewing them as a brand with variety .	59.62% of consumers view La Roche-Posay’s packaging as aesthetic , making it the leader of the three brands in the category and something Neutrogena should pay attention to when repositioning their <u>style/design</u> going forward.	La Roche-Posay also scores above Neutrogena in the hydrating category with 63.47% of consumers viewing them as having the key benefit as well.	Similar to Cerave, La Roche-Posay also trumps Neutrogena when it comes to leaving skin soft , with 63.47% of consumers finding their product to do so. This higher rating keeps La Roche-Posay in competition with Cerave in the <u>key benefits</u> category—where Neutrogena is trailing behind.

Imagery

Neutrogena Brand Audit

	Used In The Morning	Used Every Once And A While	Put Together	Gentle
Neutrogena	The highest <u>imagery</u> results found in the survey for Neutrogena is the 63.5% of consumers who have used it in the morning. While this is an example of <u>purchase & usage</u> for the brand, it isn't high enough to be considered a successful difference from competitors	Similar to what we said regarding the consideration of purchase & usage before, with 53.9% of consumers reporting that they only use Neutrogena every once and a while, the brand should grow its daily use by the targeted audience to grow brand equity.	The third highest imagery results found sit in the <u>user profile</u> category, with 52.8% of Neutrogena users being described as put together after using it. This does not bode well for Neutrogena given its low threshold for creating equity through imagery.	Only 32.7% of consumers view Neutrogena as being a gentle face wash, something that 71.2% of the consumer base surveyed <u>values</u> in a face wash. Therefore, this is an area with room for improvement for the brand.
Cerave	Neutrogena's statistics pale in comparison to Cerave, who in the same category had 82.1% of consumers who have used it in the morning. Highlighting issues for Neutrogena in creating equity through <u>imagery</u>.	Cerave showcased a larger statistic than Neutrogena again, with 67.2% of consumers who reportedly have used it in the morning, although there rating remains low, showcasing room for improvement in the area of <u>purchase & usage</u> for all three brands.	66% of consumers reported that they felt put together after using Cerave, while this is higher than Neutrogena's results, it's still relatively low when looking at the big picture.	Cerave's ratings for the metric stand out with 87.7% of consumers seeing their <u>values</u> for gentle face wash in the brand. In light of this, Neutrogena should re-position itself to be more competitive with Cerave's approach to consumer <u>values</u> in a give product type.
La Roche-Posay	That being said, La Roche-Posay stilled trailed both Cerave and Neutrogena with only 42% of consumers who reported they have used it in the morning.	La Roche-Posay also showcases lower statistic in this metric, with only 42% of consumers who reported they have used it in the morning, emphasizing the struggle for these face wash brands to gain <u>purchase & usage</u>.	At 57.69% of consumers reporting being put together after using La Roche-Posay, there appears to be a trend of all three brands suffering in this metric.	La Roche-Posay doesn't rank as high as Cerave, but remains competitive with 62.7% of consumers saying it satisfies their need for a gentle product. This emphasizes Neutrogena's need to become more competitive with competitors in important metrics.

Judgements

Neutrogena Brand Audit

	Popular	Credible	High Quality
Neutrogena	Neutrogena had 76.9% of consumers report it to be popular , creating it's largest amount of equity created through <u>judgements</u> .	57.7% of consumers viewed Neutrogena has a credible brand, showcasing a need for improvement in its <u>credibility</u> .	Just under half of consumers surveyed viewed Neutrogena as a high quality product at 49%. This highlights a need for <u>quality</u> improvements in its re-positioning.
Cerave	With Cerave having 90.9% of consumers report it as popular , Neutrogena must improve its high statistic to be even higher in order to remain competitive	At 87.3% of consumers viewing Cerave as credible , it's perceived to possess the highest brand <u>credibility</u> in comparison to its two competitors.	Not far above, 51.8% of consumers viewed Cerave as a high quality choice, highlighting a <u>quality</u> issue once again.
La Roche-Posay	60% of consumers reported La Roche-Posay to be popular , making it less of a worry to Neutrogena in the category.	La Roche-Posay had 68% view it as credible , pushing it in the middle of Neutrogena and Cerave's ratings for <u>credibility</u> .	With 66.3% of consumers viewing La Roche-Posay as high quality , it beats out both of its competitors. But with that being said, none of the three brands showcased a strong point of difference in the category for creating brand equity.

Judgements

	A Brand I Can Trust	Superior Face Wash	A Brand That Cares About My Needs	Unreliable
Neutrogena	Only 40.4% of consumers viewed Neutrogena as a brand I can trust , making its <u>credibility</u> mediocre and weak once again. This is an area the brand can improve upon by highlighting its support from experts (dermatologists) more.	Neutrogena lacks <u>superiority</u> with only 30.2% of consumers viewing it as a superior face wash , greatly hurting its brand equity.	There were only 28.3% of consumers who viewed Neutrogena as a brand that cares about my needs , with such a lack of belief that the brand has <u>consideration</u> for its consumers, it will suffer in brand equity.	Out of all three competitors, Neutrogena is viewed as the most unreliable brand at 26.9% of consumers viewing it as such. This slightly hurts the brand's <u>credibility</u> again.
Cerave	Cerave had 76.3% of consumers say it was a brand I can trust , making it a much more trustworthy brand in the eyes of the consumer than Neutrogena.	Another low statistic found was Cerave's 46.4% of consumers who view it as a superior face wash , making both fall behind their competitor, La Roche-Posay, in the category.	Still not a high result, but better than Neutrogena, one can find Cerave to have 48.2% of consumers viewing it as a brand that cares about my needs .	Only 14.5% of consumers viewed Cerave as unreliable , effecting its <u>credibility</u> , but not as badly as Neutrogena's is being effected in this category.
La Roche-Posay	58% of consumers reported that they view La Roche-Posay as a brand I can trust , again showcasing a higher level of trustworthiness and <u>credibility</u> than Neutrogena.	With 51.9% of consumers viewing La Roche-Posay as a superior face wash , it showcases a greater level of <u>superiority</u> than its competitors. Although with none of these brands showcasing a noticeably high rating, there is room for improvement where one brand could re-position itself to be up on top.	La Roche-Posay was not far above Cerave, with 49% of consumers viewing it as a brand that cares about my needs , which again is still not a high enough result. These three statistics tell us that all three competitors are suffering when it comes to the <u>consideration</u> of the consumer's needs.	At 12% of consumers viewing La Roche-Posay as unreliable , Neutrogena needs to re-position itself to become a more <u>credible</u> and reliable brand in the eyes of the consumer in order to remain competitive.

Feelings

Neutrogena Brand Audit

Fresh

Confident

Playful

Trendy

Neutrogena

58.5% of consumers feel **fresh** after using Neutrogena, an above average statistics. Although, this is not great enough given its the highest feeling statistic that can be found for the brand.

With 47.2% of consumers feeling **confident** after using Neutrogena, there's room for improvement where the brand can focus on giving consumers a greater sense of self-respect through its products.

A point of difference can be found with 32% of consumers reporting they felt **playful** after using Neutrogena. While this is a higher statistic than competitors, by capitalizing on this warmth and fun, Neutrogena can turn a weak point of difference into a strong one.

There were only 26.4% of consumers who felt **trendy** after using Neutrogena, highlighting that it is lacking in the social approval department.

Cerave

At the top for that **fresh** feeling, 76.8% of consumers reported such for after they use Cerave. Leading in comparison to competitors once again in what should be a point of difference for Neutrogena.

Leading once again, but not as strong as before with 62.5% of consumers feeling **confident** after using Cerave, this lower lead shows more room for Neutrogena to re-position itself to claim the consumer's confidence.

Not too far behind, Cerave has 28.5% of consumers who felt **playful** after using their product. Emphasizing that competitors suffer in this area of feelings as well.

27.3% of consumers felt **trendy** after using Cerave, making it very close statistically to Neutrogena, creating a competition to improve and rise between the two brands.

La Roche-Posay

65.4% of consumers felt **fresh** after using La Roche-Posay, landing it in the middle of Neutrogena and Cerave when comparing the three.

Again, in middle of the other two brands, La Roche-Posay has 55.7% of consumers report that they felt **confident** after using. All three of these brands remain competitive with one another in the category, but there's room for one to gain it.

Then there's 28.8% of consumers who felt **playful** after using La Roche-Posay. With the brand being statistically nearly the same as Cerave, Neutrogena stands out as the leading brand in this category.

La Roche-Posay comes out on top of competitors with 59.6% of consumers feeling **trendy** after using it. While this statistic is moderately high, it still leaves room for a greater controlling brand to lead in the category in the future.

Feelings

Neutrogena Brand Audit

Elegant

Dissatisfied

Ugly

Neutrogena

Neutrogena had only 24.5% of consumers feeling **elegant** after using their product, meaning it either could use a more sophisticated re-positioning, or leave that track to another competitor.

The brand that consumers felt most **dissatisfied** with was Neutrogena with 21.15% reporting such. With this in mind, the brand may want to capitalize more on satisfaction to eliminate such negative effects on its brand equity.

7.6% of consumers feel **ugly** after using Neutrogena, highlighting that there's possibly equity to be created by tapping into metrics such as feeling "beautiful" or "pretty."

Cerave

32.1% of consumers felt **elegant** after using Cerave another low statistic, but in notably front of Neutrogena in the category.

Only 12.72% of consumers felt **dissatisfied** after using Cerave, creating less brand equity, but not as badly as Neutrogena.

Cerave had the most negative results for consumers feeling **ugly** after use, with 9.1% reporting such.

La Roche-Posay

55.7% of consumers felt **elegant** after using La Roche-Posay, making it a point of difference for the brand. While this rating is not extremely strong, it is well ahead of its competitors in the category.

La Roche-Posay had the smallest amount of **dissatisfied** consumers, with only 5.9% feeling such. This bodes well for the brand as it reflects that most consumers feel satisfied after use.

At 8% of La Roche-Posay consumers feeling **ugly** after using their product, the brand tails Neutrogena. These three brands close statistics signify that there could be room to improve in making consumers feel self-love when using their brands.

Resonance

Neutrogena Brand Audit

	Miss It If It Went Away	Be Proud Of It	Tell a Friend About It	Buy something else if that product is on sale
Neutrogena	Neutrogena lacks <u>resonance</u> in its brand equity with its highest statistic found being that only 33.9% of consumers reported that they would miss it if it went away . This highlights a lack of <u>attachment</u> to the brand.	Only 26.4% of consumers would be proud of Neutrogena as a brand, showcasing a lack of <u>community</u> among Neutrogena customers.	24.5% of consumers would tell a friend about Neutrogena, highlighting a lack of <u>engagement</u> with the brand among the target market.	Neutrogena had a leading 67.9% of consumers that would buy something else if that product was on sale . This showcased a <u>loyalty</u> to the brand issue for Neutrogena.
Cerave	57.2% of consumers would miss Cerave if it went away , making it above its competitors when it comes to their consumers' <u>attachment</u> to their product.	With a little more of a <u>community</u> than Neutrogena, Cerave was found to have 43.6% of consumers that would be proud of it as a brand.	Cerave shows high <u>engagement</u> among consumers with 72.1% of them reporting that they would tell a friend about it , placing them well above Neutrogena in the category.	Not far behind, Cerave had 60.7% of consumers that would buy something else if that product was on sale , giving them a lack in <u>loyalty</u> to their brand as well.
La Roche-Posay	La Roche-Posay can be found in the middle of the two brands, with 40.4% of consumers that would miss it if it went away .	At 55.7%, La Roche-Posay holds the greatest <u>community</u> of consumers with more than half of them being proud of it as a brand.	There were 55.8% of consumers that would tell a friend about La Roche-Posay, giving it a slightly above average amount of <u>engagement</u> among the target market.	51.9% of consumers would buy something else if that product was on sale for La Roche-Posay, giving the brand an average level of <u>loyalty</u> , with room for improvement.

Neutrogena Equity Rating

Equity Rating: 2.2

- ▶ Neutrogena's Equity Rating sits at a low 2.2 due to its mediocre ratings across building blocks and lack of major points of difference from competitors.
- ▶ In the bottom half of the Brand Resonance Pyramid Blocks (Salience, Performance, and Imagery) Neutrogena remains competitive with Cerave and La Roche-Posay, but rarely differentiates itself from its competitors.
- ▶ Other than the Feeling block of fun and warmth with leading survey results under "playful," Neutrogena never sticks out above other brands according to consumer survey results
- ▶ Neutrogena also appears to be behind competitors in almost every measurement of the top half of the pyramid (Judgements, Feelings, and Resonance), most likely due to its lack of differentiation and prominence in the bottom half of the pyramid



Recommendations

Neutrogena

#1: Strengthen PODs



- ▶ Neutrogena needs to further differentiate itself from the other face wash brands by strengthening its PODs. In Particular, we recommend focusing on areas where all three brands are either average or suffering:
 - Aesthetic Packaging (Performance: Style/Design)
 - Put Together (Imagery: User Profile)
 - High Quality (Judgements: Quality)
 - Superior Face Wash (Judgments: Superiority)
 - A Brand That Cares About My Needs (Judgements: Consideration)
- ▶ This can be done through utilizing and building up Neutrogena's current, although weak, POD found in the survey: Playful (Feelings: Warmth and Fun)
- ▶ By emphasizing and growing their hold on the 'playful' feeling through trendy social media campaigns and packaging, showcasing more put-together consumers as ambassadors, and emphasizing their care for the consumer today, Neutrogena will blossom into its own
- ▶ Neutrogena currently feels behind the times and falling to be irrelevant to competitors, by differentiating itself more and appealing to our younger (16-24 aged females) target audience, it will be able to raise its suffering brand equity

#2 Re-Prompt Possible New PODs



- ▶ Despite Neutrogena's Hydro-Boost line of skincare products, consumers do not view them as a leader in the category. To make this a strong POD for the brand, rather than a weak one, they must re-position themselves through modernizing and re-promoting their hydrating line of face wash and other skincare products.
- ▶ Instead of just releasing their Hydro-Boost line and campaigns, Neutrogena must first build their purchase & user consideration and credibility as a 'Hydrating' brand
- ▶ A modern twist to the line, showing consumers why they need this product, what it will do for them, and the expert approval to convince them of such is necessary to create a strong foundation
- ▶ Neutrogena cannot reach brand resonance without first building up their salience, performance, and judgements among consumers

#3 Strengthen POP



- ▶ The Point of Parity of a 'Gentle' face wash is something that the target market group surveyed values when it comes to the building block of imagery--and Neutrogena needs to improve
- ▶ With 71.2% of consumers surveyed reporting that they value a gentle cleanser is a statistic that cannot be ignored, especially given how poorly Neutrogena did in this metric.
- ▶ As seen in the survey results, only 32.7% of consumers viewed Neutrogena as being a 'Gentle' face wash, making it well behind its competitors Cerave (87.7%) and La Roche-Posay (62.7%), making this a POP that needs some work
- ▶ Neutrogena can release a new line of 'Natural,' 'Cruelty Free,' and 'Gentle' face washes that will not only strengthen its suffering POP, but will also give it brand equity through additional Key Benefits and Credibility, also giving consumers a simpler version of their product



End Of Presentation

Thank You!

