



Analysis and Research on the Marketing Mix of Grin Natural

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DOI: 10.32629/memf.v5i3.2361

Abstract: This study focuses on the marketing analysis of Grin Natural toothpaste brand in New Zealand, which aims at family oral health and provides different products for children and adults, including biodegradable toothbrushes and dental floss handles. Through the optimization of marketing mix strategy (product, price, promotion), it aims to improve brand efficiency and consumer loyalty of Grin Natural. The research adopts market analysis and positioning strategy, focusing on evaluating product characteristics, pricing and channel strategy. It is found that Grin has achieved success in natural ingredients, environmental protection packaging and clear labeling, but lacks joint brand strategy. The price positioning reflects the middle-class market, and puts forward moral considerations for the accessibility of low-income groups. This study suggests that Grin use mobile technology to expand the market, and provide products and price strategies for low-income consumers to enhance market influence in an inclusive way. The research results provide valuable insights for the promotion of natural oral health products, especially in terms of global expansion and market inclusion.

Keywords: marketing analysis, market, promotion

1. Introduction

The purpose of the paper is to deliver a marketing analysis of the product Grin Natural, which is a 100% natural New Zealand-made toothpaste brand, based on the information available on their website and other reliable online sources. This will assist in developing inventive recommendations towards improving Grin Natural's marketing mix through numerous marketing concepts. Note that this paper's breadth is restricted to the marketing industry, more so marketing mix as well as related theoretical paradigms of product, price, as well as promotion concerning Grin Natural's product offerings. The Grin team began with the vision of developing a novel chemical-free toothpaste for treating both our mouths and teeth like never experienced, which is embodied in their passion for making natural, healthy products, not to mention catering to the environment (Grin, 2022b)[1].

2. Discussion

A marketing mix analysis broadly objects to evaluate the prospective impact of the firm's marketing actions with regard to developing market-related assets as well as enhancing overall brand productivity. Purchase is the primary objective in the CPG (consumer packaged goods) market, making the motives of a more personal nature (Gonzalez, 2022)[2]. Likewise, according to Visser (2021) [3] firms in the CPG industry deploy marketing mix strategies aiming to establish commodity's loyalty, which boosts sales that results in improved profit margins.

2.1 Marketing Mix Strategies

In this section, the paper identifies and critically evaluates the three areas of Grin Natural's marketing mix, including product -, pricing-, as well as distribution strategies, in order to highlight their marketing mix elements.

2.1.1 Product Strategies

The product strategies section discusses Grin Natural's product attributes by accentuating on quality, product mix, packaging, as well as labelling. Moreover, it is going to highlight the various branding strategies, including relevant co-branding strategies. According to Ellet (2021) [4] CPG industry findings, the field boasts an array of products, with primary categories comprising beverages, home care items, foodstuffs, & personal commodities. Since such items are often similar in those categories, it results in intense rivalry among players.

2.1.1.1 Quality

Grin Natural is a toothpaste on the marketplace toothpaste that does not have any chemical additives, giving an edge over rival products in terms of offering better treating of mouths and teeth (Grin, 2022a) [1].

2.1.1.2 Product Mix

Grin Natural toothpaste cater to the whole family's oral health through three main product offerings grouped into kids'

corner, oral care products for adults, as well as oral care gift set bundles. The kids corner packs safe and effective natural formulations that apart from protecting and caring for kids' mouths, they are specially made to assist them get fond of brushing their teeth in order to establish healthy, lasting smiles (Grin, 2022c)[5].

Toothbrush and Flosser handles – complementing its natural toothpaste formulations are its revolutionary corn-starch-based toothbrush and Flosser handles along with the toothbrush packaging, effectively making them biodegradable, allowing them to be naturally broken down in the compost and saving the environment (Grin, 2022b)[5].

2.1.1.3 Packaging

Grin Natural has flexible retail packaging comprising biodegradable toothbrush and floss materials and innovative plastic materials for the toothpastes to keep a durable structure. The packaging are all printed, and, in some instances coated, with creative designs and graphics functioning as tiny billboards for attracting shoppers in retail and online stores as they make their purchase decisions (Grin, 2022a)[5].

2.1.1.4 Labelling

It is essential that the labeling of Grin Natural is quite clear on all of its products, which not only helps to provide answers to customers' queries from the beginning but also makes it seamless for them to find the info they need. For instance, to offer all the requisite information including list of natural ingredients, non-inclusive chemical additives, as well as the benefits of its formulation, the company uses extended content via wrap-around, dual-sided labeling on the packaging (Grin, 2022c). The professional-grade labels are vital for establishing trust and brand recognition among consumers, whilst allowing Grin Natural's personality shine before existing and prospective customers (Gonzalez, 2022)[2].

Despite Grin Natural flourishing in terms of the four product attributes above, the evaluation could not find any instance of co-branding in its product strategies. Sometimes referred to as brand partnership, the foregoing strategy entails a number of diverse forms collaborations in branding, mainly entailing at least two firms' brands.

2.1.2 Pricing Strategies

Ellet (2021)[4] argues that the mainstay in a business's marketing policy is pricing, even as the rates for CPGs are often non-specified as they constantly vary by products. Grin Natural's pricing is based on its product market, given the brand is a far cry from the average toothpaste. The firm is offering value as an alternate to proper, natural, oral hygiene to the burgeoning informed customers, considering the toothpaste international market is influenced by populace growth as well as more awareness about issues of oral hygiene, with natural ingredients being a preferred global market driver (Morschett, Schramm-Klein, & Zentes, 2015)[6].

2.1.3 Distribution Strategies

Grin Natural employs an omnichannel strategy, implying that they market both online and offline initiatives simultaneously (Idea Log, 2022)[7]. Targeting parenting groups and individuals likely to conduct online research for the best choices in the marketplace, the firm elected to launch its brand online, before they ventured offline (NZ Business, 2020)[8]. Online sales involve a partnership with NetEase Kaola, Tmall Global including a Tmall flagship shop, as well as Alibaba. This strategy is predicated on its target group that is most active on digital platforms.

Grin Natural is targeting the largest customer markets internationally, with operations in New Zealand, Australia, China, and offline and online operations set to open in the US. One way of targeting the largest consumer markets of United States and China is via its partnerships with Key Opinion Leaders (KOLs). Grin uses KOLs to reinforce information about the importance of oral health to consumers. This helps to position the firm strategically, both online and offline as a competent, trusted, all-natural toothpaste brand that delivers value to consumers' oral health (Visser, 2021)[3].

The firm's overall approach is premised on first making the brand successful on the digital platform, which would substantially boost their success rates offline. The concept has resulted in a combination of online and distributor models with the former helping in outlining their USP, establishing their market price-points, building brand equity plus reputation, as well as having the capability for responding to smaller-scale customer feedback (New Zealand Trade and Enterprise, 2021)[8]. Through this, the Grin distributor was able to present a superior case to retailers, all of whom were already aware of the firm's value proposition without additional educational needs (Grin, 2022a)[1].

2.2 Ethical Considerations

Grin Natural primarily targets parenting groups in the middle-class economy, in which they see potentiality for creating value. As any other aspects of human health, oral health is central to an individual's wellbeing, and whose access should be indiscriminate. By virtue of a pricing strategy that targets the middle-level earners automatically discriminates against parenting groups in lower income tiers, effectively raising ethical concerns for the firm (Gonzalez, 2022)[2].

Permeation of mobile technology has increased significantly among lower income groups. Grin Natural could leverage

that platform through social apps that focus their messages to this underprivileged group in society. To strengthen that move, Grin should revise their product mix strategy and incorporate toothpastes and related products that specifically target low-income economies. Effectively, the move will subsequent into a distinct pricing strategy for the said market (Ellet, 2021)[4].

3. Conclusion

To implement its marketing plan, Grin Natural, like every other firm, made an all-organic toothpaste and biodegradable toothbrushes offer to the market. This resulted in the creation of a commodity that satiates both the consumer's needs as well as value. Next, the firm executed supplementary functions relating to transport, warehousing, as well as retaining, effectively enabling wider and convenient consumer reach. Thirdly, the firm conveys the gains or value of their offer to consumers, based on wide-ranging promotional activities that rely on Key Opinion Leaders. Ultimately, Grin executes a pricing strategy that perfects the overall marketing mix by coming to a satisfactory offering that eventually boosts their overall brand performance.

4. Recommendations

The above analysis has revealed gaps in Grin Natural's marketing mix, that raises ethical concerns about potentially discriminating against low-income parenting groups and families from the benefits of oral health. This concern can be resolved by widening their product mix to include products that target the disenfranchised market segment. Such a move will involve increasing their online KOLs to be inclusive of low-income groups as well as respective pricing strategy adjustments.

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