HARRY'S FRESHSTEP ODOR & SWEAT CONTROL SPRAY MARKETING PLAN – Alon Shabshin

<table>
<tr><th colspan="3">Corporate Identity
Who are we? Why do we exist? Company mission and global objectives</th></tr>
<tr><td colspan="3">Harry's started 10 years ago with a specific mission: "Every man deserves a quality shave at a fair price." The company has evolved since and has tapped into other markets as well. Nowadays, Harry's offer almost every grooming product imaginable for men. The mission is still the same only with a remaining emphasis on the quality and price, but not necessarily for shaving products. Harry's was created from an abundance of expensive, overdesigned, low quality shaving products, in order to bring men the quality they deserve. In addition to their products, Harry's support men's mental health and put that issue as their social mission.</td></tr>
<tr><th>Target Market
What are key customer needs?
What is the buyer persona?</th><th>Product/Service
What is the product/service?
How does it satisfy customer needs?
Does it fit with company identity?</th><th>Situation Analysis
What are key environmental factors?
Where are the opportunities?
Where are the threats?</th></tr>
<tr><td>Buyer Persona:
o Name: Hygienic Hank
o Who is he: Hygienic Hank is a driven professional who lives a very active lifestyle. His weekdays are dedicated to work, but his weekends are dedicated to fun. He likes to look sharp, feel fresh, and smell great. On weekends, Hank loves to play tennis and workout at the gym. His lifestyle demands products that work and work well!
o What he needs: Products that provide long-lasting freshness and odor</td><td>The product I am creating is Harry's FreshStep Odor & Sweat Control Spray Made for feet. It is meant to do what antiperspirant does for your armpits, but for your feet. The idea behind it came from a brainstorm session where I thought to myself, the brand has a product for almost every body part except for feet. Adding this product will get Harry's to the point where they offer premium men's grooming products literally "FROM HEAD-TO-TOE" This is a perfect addition to the company's identity and fits the custom needs and can appeal to the same groups. Many of Harry's products are meant to assist men with</td><td>Some environmental factors that should be considered are the fact that there are conglomerates, P&G to name one, that are in the same industry, though they provide a different quality product. In addition, Dr. Squatch is a decent competitor whose marketing team are running effective marketing campaigns, utilizing Sydney Sweeny and are successfully pushing the products to the market. Gold Bond are a competitor specifically when it comes to feet spray, as they have a famous feet spray in the market. Nonetheless, Harry's is a very well-established brand that is providing better quality in terms of engineering,</td></tr>
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control, especially during long workdays and active weekends. ○ Where He Looks: Hank shops for grooming products at Target, Walmart, amazon, and sometimes other online retailers. He relies on social media ads, especially on Instagram when buying new products to try. ○ What He Wants: Hank wants an effective product with simple, sleek, and modern branding. He's looking for convenience, reliability, and a fair price while at it. ○ How He Buys: Hank makes quick decisions in-store, usually influenced by packaging design. He's willing to buy online as well to save time on store trips. ○ Deal-Breakers: Overpriced items, or products with a cheap feel. He will stay loyal to the brands he trusts. The target market for Harry's is Hygienic Hank. A man 20 – 55. The products made by Harry's are of high quality and are affordable. This combination makes the products suitable for younger people who don't have a big disposable income, as well as older gentlemen that are appreciative of good quality products. As all products are grooming products, they tend to appeal more to people who hold a lifestyle where they look to maintain a healthy, sleek look on a daily basis. The brand is minimalistic but fun, which again makes it appealing to	blocking bad odors, and this product will make the bundle whole. This will answer the needs of the customer to smell, look, and feel great. This product will tie together the full body freshness that active men want when going out of the house.	materials, product effectiveness, and overall user experience than most. Harry's already has a name for itself, which helps decrease the threat of new entrants into a direct competition with Harry's. The brand has great ties with the biggest retailers in the United States, and currently continues to distribute products through retailers such as Target, CVS, etc.

both older and younger demographics. However, the brand is meant to appeal to men.		

Product/Market Objectives

What do we plan to accomplish with this product/market combination in the next 12 months?

We plan to launch Harry's FreshStep Odor & Sweat Control Spray in key retail locations, including Target, Walmart, and CVS. Establish Harry's FreshStep Spray as a core component of Harry's "head-to-toe" branding strategy. The product will be marketed as the missing piece in Harry's grooming line. Increase product awareness by 25% through a social media ad campaign using Jacob Elordi as the presenter. Increase awareness of Harry's "head-to-toe" branding strategy through targeted marketing campaigns, email marketing to current consumers, and other partnerships. Awareness to be measured using ad impressions, click-through rates, and brand mentions through social media monitoring and listening. Achieve $1M in revenue from spray sales. This target will be monitored on a monthly basis.

Positioning Statement

[Brand] is the [type of product] that delivers [key benefit] to [target market] because [unique point of differentiation].

Harry's FreshStep is the odor and sweat control spray that keeps hardworking men's feet fresh all day with its unique blend of natural ingredients and powerful performance—for unmatched freshness and comfort.

The Marketing Tools

PRODUCT	*PRICE*	*PLACE*	*PEOPLE*	*PROCESS*	*PROMOTION*
HARRY'S FreshStep Odor & Sweat Control Spray	$9.99	Online and retail stores	No need for new hires, not much training needs to be done.	Researching different ingredients and formulas to create quality product. Offering Harry's signature	Bundle up with deodorant and body wash to create the "Head-to-Toe Bundle" that will include this item as

				scents - Redwood, Shiso, Stone, and Fig. Marketing campaign to educate about new product.	well. In addition, Harry's offers a surprise item for $5 where they introduce new products. This can help promote the product as well. In addition, extra marketing campaigns.

CUSTOMER RESPONSE ASSESSMENT PLAN

How will we know we are satisfying customer needs? How will we track customer loyalty and positive word-of-mouth?

As Harry's mission states, the goal is to bring the consumers the best quality products in a fair price. First off, we will start by implementing the new products in the $5 surprise item that Harry's already offers. About a month later (A bit shorter than the time it takes to get through a spray can) we will send out a survey for a chance to win a $50 gift card for Harry's products. We will measure the number of rebuys in order to assess the first satisfaction KPI. In addition, we will track the ad campaign engagement such as click-through rates, conversion rates, and even customer feedback related to the ads from the survey. This can help understand if people are interested in the new product. We will monitor social media channels to look for any activity that pertains the brand and product.

The Marketing Tools		
PRODUCT	*PRICE*	*PLACE*
Harry's products are not new products on the shelf, and they bring the perfect balance between premium quality, and a great price. This product specifically allows your feet to stay dry and clean while brushing them with one of Harry's signature scents such as Redwood, Shiso, Stone, and Fig. The rest of the odor control sprays smell like chemicals, and do not offer any variety. Our brand offers unique scents, and provides a natural, healthier produced spray that satisfies our customers' every need. The packaging will display Harry's captivating blue color palate, with the beautiful font that will distinguish this product from other Harry's products, and between the different scents. The packaging is simple, yet beautiful. It is exactly what it should be. I made a design below for reference! The product will go through the same process as the antiperspirant that we offer, as it connects to the sweat glands to control the odor and sweat.	The initial price will be a bit more lenient. We are introducing a product that is usually of lower quality by other brands. Our unique formula really makes us stand out in comparison to other producers. Nonetheless, we are still offering this in a fair price of $9.99. This price was chosen after researching the average price of similar products in the market and compared to the price difference between our other products and competitor products. Meaning, our deodorant costs $5.50 compared to $13 for Dr. Squatch and about $3 at larger producers such as Dove. We position ourselves pretty much in the middle, price wise. For feet odor control spray, Gold Bond is set around $8 compared to $14 at competitor Lumi. $9.99 will position us similarly to our other products. It is a flat rate that will also be available in 2 other purchase options. The first is the "Head-to-Toe Bundle" which will be priced at $20. We currently offer a "Full Body Freshness Bundle" for $12. In addition, as mentioned before, we will offer the product inside a $5 mystery gift option.	The product will be sold through many distributions. While there is no brick-and-mortar store for Harry's, our products are available to customers in almost any big retailer imaginable. Our products are currently available in Target, CVS, Duane Reade, Walmart, and more. As for online options, our products could be found on Amazon, and in our website. Our website offers all our amazing products and does so in a user-friendly way. Our products do very well in the retail stores as it helps with exposure to new consumers and allows people to buy the product immediately without waiting for shipping which could be crucial.

PEOPLE	*PROCESS*	*PROMOTION*
For this new product, there is no need for hiring. The in-house teams/contractors/chemists who worked on the antiperspirant, deodorant, and other products, will be able to do R&D and produce the product. The product will be added to the supply chain and all the current employees will just add the product to the current supply chain, website, and general offering wherever it may be. Employees will receive the product for sampling purposes. Once they learn about the product and its uses, they will be able to sell it better.	First of all, we already have a supply chain in process that won't change much once this product is added. We will keep the production of this product in the same facilities that we already use. The shipping of the product is also just going to be added to the current deliveries we have intact. As we sell our products in many different distributors that we don't necessarily control, it is important to be aware of that. In addition, other points of contact are our website and other websites that feature our products. As for degree of buyer co-production, the buyer can help shape the product by answering surveys and providing feedback. Also, the buyers' patterns can help identify issues with products. Harry's believes in a lenient, customer trusting agenda. We are relying on returning buyers and want to make sure that each customer receives the attention and product they deserve. We are available both online and through other methods of contact and are available for customers. We have a team on call at any given moment to make sure we are always connected online and that there are no crashes or down time for our website. In Harry's we are big on design. Our website is user-friendly and beautiful. This is the first experience our online shoppers encounter. Once they receive the product, the appealing design of the boxing and	Begin a campaign utilizing the words "long-lasting, fresh" and implementing the new brand idea "Harry's taking care of you from head-to-toe". Hand out product to team in order to get them excited about the new product. Communicating internally that a new product is set to launch and explaining what it is. Creating small sample size spray cans and handing them out in busy city locations across the country. Externally we will begin a campaign utilizing the element of surprise. At first, we will only offer the product as a "Surprise Item" for $5 to create a mystery around the product. Use a celebrity presenter to counter the Sydney Sweeny campaign by Dr. Squatch. Jacob Elordi is her co-star from Euphoria and can be a great balance. Jacob Elordi displays style, and luxury with a young and hip side to him as well. We will utilize again the new head-to-toe concept in social media and commercials with Jacob Elordi. We will use TV ads, but mainly focus on social media. We will use billboards in younger populated areas. Harry's are currently not utilizing social media ads enough and can capitalize on the product launch to start an effective campaign that will reach millions on social media, all while

	products are the second thing they see. This already offers a phenomenal experience before even trying the product itself. We will of course monitor customer reviews in order to always keep the product in tip top shape.	monitoring the metrics and CTR. Last but not least, we will offer a subscription option like Harry's razors to increase revenue and customer loyalty.

Design Example – Harry's FreshStep Odor & Sweat

