

Axe offers guys a range of body sprays, deodorants, antiperspirants, shower gels and hair products – all designed to help them look, smell, and feel their best.

The company wants to exploit the newest breakthroughs of the Unilever R&D labs in nanotechnology and more specifically in Silver Nano; Silver nanoparticles<sup>1</sup> have proven their ability to sterilize over 650 types of bacteria.

The company would like to introduce a new deodorant for men. The product has not been launched in other markets and Unilever believes that Belgium is an ideal deployment site also for testing its new concept.



### **Axe Nano**

#### *Concept*

The new deodorant will most likely be sold in spray-can and roll-on form under a new Axe name, with some key new features:

- The silver nanoparticles eliminate the armpit bacteria and the undesired smells associated with these bacteria
- It offers a long-lasting effect and it keeps the freshness for an unusually long time
- It can be easily washed-off if necessary

Your task is to draft a brief marketing plan covering the major marketing aspects and considerations for the new product.

#### *Recommendations*

- You can use fictional/hypothetical data (make sure that they are realistic) or real (e.g. from the internet) if needed. You can also indicate the information that you would like to have.
- Structure/design your plan effectively and make sure that the elements you choose to put in are important.
- Balance your time well as to avoid unnecessary details and be sure you touch the key points.
- Be specific and precise.

Good luck

<sup>1</sup> A nanoparticle refers to any nanoscale unit that functions as a coherent whole. Nanoparticles have a wide range of existing and potential applications in medicine, manufacturing and electronics. Some of the many current applications include the production of low-cost solar cells and UV-protective coatings, scrubbing arsenic from water, and making chemotherapy drugs more effective. The small size of nanoparticles allows them to pass through cell membranes and potentially interact with DNA and other molecular structures. Because of this, there is concern about the untested effects of nanoparticles in medicines, cosmetics and other applications.