

Elhadj Lakhdar- Batna 1 University
Faculty of Economic, Commercial and Management Sciences
Commercial Sciences Department
LMD2 -Principles of Marketing 2 Exam

2024/2025

Student Name :

First name:

Last name:

Group :

CASE STUDY: THE LAUNCH OF “PUREGLOW” NATURAL SKINCARE

PUREGLOW is a new local brand that is getting ready to launch its first line of **natural skincare products**. These include face creams, soaps, and body oils made from pure plant-based ingredients, with no harmful chemicals or artificial colors.

PUREGLOW’s logo shows a simple green leaf inside a glowing circle, symbolizing nature and freshness. Their tagline is: “*Pure by Nature, Gentle by Choice.*”

The brand colors are soft green and beige, which represent natural beauty, calmness, and health.—PUREGLOW wants to sound like a friendly expert giving kind advice in a gentle, caring, and honest way.

PUREGLOW’s mission is to make natural skincare simple and available for everyone. Their values include honesty, sustainability, and self-care. They want customers to feel they can trust what’s in each product and feel good about using it.

Because they are a small company, PUREGLOW cannot afford to sell in big supermarkets. Instead, they plan to sell their products:

- Through their own website
- In some specific local organic and eco-shops

Their pricing strategy is to keep prices affordable, so more people can try clean skincare without spending too much. The company tries to set slightly lower prices than competitors to attract price-sensitive buyers

To promote their brand, PUREGLOW will:

- Give out free samples at health and yoga events
- Post tips and natural beauty content on Instagram and Facebook
- Send emails to customers with useful advice and offers
- Work with small skincare influencers who believe in natural beauty

Extract the information from the case study and complete the following table.
Use short phrases or full sentences.

Marketing Element	Details from the Case Study
Brand Identity 9 Marks e.g : Trademark. <ol style="list-style-type: none"> Logo 1 Tagline Color scheme Voice and tone Mission Value 	PUREGLOW. <ol style="list-style-type: none"> a simple green leaf inside a glowing circle. 0.5 <i>Pure by Nature, Gentle by Choice</i> soft green and beige gentle, caring, and honest . to make natural skincare simple and available for everyone honesty, sustainability, and self-care
Pricing Strategy 2Marks Undercutting strategy 1	The company tries to set slightly lower prices than competitors to attract price-sensitive buyers 1
Distribution channels and Strategy 5 Marks Dual/ Multiple channel:0.5 Direct channel 0.5 Indirect channel 0.5 Omnichannel 0.5 Selective distribution strategy 1	Through their own website 0.5 In local organic and eco-shops 0.5 Online and off-line distribution 0.5 In <u>some specific</u> local organic and eco-shops 0.5
Promotion Techniques 4marks <ol style="list-style-type: none"> Sales promotion Content marketing Direct Marketing SMM Social Media Marketing 	<ol style="list-style-type: none"> Give out free samples at health and yoga events Post tips and natural beauty content on Instagram and Facebook Send emails to customers with useful advice and offers Work with small skincare influencers who believe in natural beauty