

PRODUCT DESCRIPTION

grin is a high-end natural oral care brand from New Zealand. In 2013, the grin team formed a research and development team with experts and academic leaders in the oral preventive medicine industry in New Zealand. In October 2015, its first product was officially born. At present, its products have been sold well in many countries and regions around the world, including Australia, New Zealand, China, and the United States.

Since the birth of the grin brand, it has a professional, environmentally friendly natural gene, and has always been actively fulfilling corporate social responsibility and focusing on creating value for society as its brand concept. Based on this brand gene and philosophy, grin has planned and executed many charity activities caring for children's oral hygiene since 2018.



ABROAD AREA



ABROAD CHALLENGE

- 1 After the markets of Australia, New Zealand and China have remained stable, as one of the most important markets for grin's global expansion, grin encountered the outbreak of the new crown pneumonia just after it entered the United States. At this time, grin is facing difficulties such as blocked offline channels, low brand awareness, and mature and stable competing products.
- 2 During the epidemic, consumers' willingness and frequency of online shopping increased rapidly, and the sales of daily necessities increased significantly. According to data from marketing platform Emarsys and analytics platform GoodData, in the two weeks from March 22 to April 4, the number of online orders from online retailers in North America increased by 52% year-on-year.

MARKETING GOAL

- 01 increase grin's exposure and popularity in the US market; enhance brand value identity; and strongly associate grin with natural, safe, and environmentally friendly labels to form differentiated brand recognition.
- 02 Promote the growth of online website sales.
- 03 to make people more aware that under the epidemic, everyone must unite and pass on love to families and children affected by the epidemic.

MARKETING STRATEGY

- 01 **Crowd positioning**
through data research, competitive product research, and funnel-style screening and positioning combined with the data accumulated by grin offline sales channels, the target user group is finally locked in: women are mainly female, aged between 25-45, and the formation For families, interests are concentrated in cooking enthusiasts, home gardening, and people who like to watch entertainment news.
- 02 **Content marketing**
According to this positioning, in the month of Mother's Day, the "WE ARE ONE" charity activity jointly launched with Unicef online, netizens share a piece of love, hope and being with each other on any social media platforms such as INS and FB. Message and @grinnatural, grin will give a grin environmentally friendly cornstarch children's toothbrush to a child in need in your name.
- 03 **Channel integration**
Google recycles traffic based on keyword ads; Facebook promotes children's dental floss, toothbrush, toothpaste and other products based on user interests and similar audiences; INS drives more than 30 moms with "WE ARE ONE" activities People cooperate to spread.

CORE ACHIEVEMENT

