

Allison A/S

Marketing Strategy

Branding Strategy

- No specific branding strategy of the company name Allison
- Individual names for own products: O.n.e, Love All, Rene Friis and by Allison
- Advantages: Individual profiles, better targeting
- Disadvantages: Expensive, no synergy

A Pharmacies

- PUSH: Rewards, courses, rebates, ready-to-use shelves, help with in-store promotion
- PULL: Advertising, samples, point-of-purchase displays, loyalty programmes, prices
- Pull depends on the product and its target group

O.n.e.

- Present: Medium-low prices (reference pricing), probably aiming for maximum market share
- Future: High prices (image pricing), product-quality leadership
 - the combination of fine quality and organic products and sustainability is unique and only 14% of respondents found the price important

Suggestions

- Consider branding the name Allison
- Don't sell O.n.e. in supermarkets and discount chains
- Look into making a new market analysis in regard to O.n.e. and plan a aggressive marketing campaign to promote O.n.e.
- Lobby to make the Danish Ø-label accessible for cosmetics