

Final Project

Crystal Meser

Southern New Hampshire University

MKT 337: Marketing Research

Instructor: Tracey Rutherford, (M.S, M.B.A.)

April 14, 2024

Final Project

Overview: SWOT Analysis

Procter & Gamble (P&G) their purpose “We will provide branded products and services of superior quality and value that improve lives of the world’s consumers, now and for generations to come. As a result, consumers will reward us with leadership sales, profit and value creating allowing our people, our shareholders and the communities in which we live and work to prosper” (Gamble, 2023) Procter & Gamble is committed to their values. Living by integrity, leadership, ownership, passion for winning, and trust. Procter and Gamble’s principles include showing respect for everyone, doing what is right for their business, focusing on their work, innovating to continue success, consistently developing their employees to become the best, searching for the top talents internally and externally, understanding consumers, building relationships with suppliers, and having trust across business functions to fulfill their corporate purpose (Gamble, 2023).

Procter and Gamble has taken on my product concept idea expanding their products into a new line of scented body sprays, and scented body lotions. Procter and Gamble will be expanding their line of products by increasing their market share in the retail industry specializing in personal care products that now include scented body fragrances and lotions.

	Favorable	Unfavorable
Internal	Strengths ▪ Innovation of Products - diverse line of brands offering multiple types of products to meet a diverse outreach of customers needs and wants. (Admin, 2024) ▪ Strong Company Brand - P&G has been around since October 31, 1837, over 186 years (<i>Proctor and Gamble</i>, n.d.). ▪ Local Manufacturing Facilities – P&G has 15 plants in the US. Some of these facilities are mixing centers, fulfillment centers, wipe plants, care plants, hair and skin care plants, and paper good plants (<i>P&G - US Locations - Procter & Gamble - Locations</i>, 2023). ▪ R&D – P&G is known to spend money investing in research and development to improve their product lines (Admin, 2023). ▪ Global Presence – P&G has such a huge operational market. They are present in over 180 countries having plenty consumer reach (Admin, 2023). ▪ Financial Stability – P&G has strong financial performance. They can invest and grow into different markets (Admin, 2023).	Weaknesses ▪ High Saturation – There are a multitude of brands offering the same products. It is highly competitive (Admin, 2024). ▪ P&G relies on retail stores to display their products. They don't have any physical stores of their own. ▪ Product Innovation – creating new innovated products to differentiate from the rest of the brands may pose a challenge (Admin, 2023). ▪ Economic Decline – these products are not necessary and when the economy is impacted for a downfall these product lines are impacted. ▪ Perception of Brand – staying reputable with a positive brand image is important. Addressing consumer problems or negative publicity could damage P&G's brand image (Admin, 2024). ▪ P&G's Limited Diversification in Niche Markets – P&G has a very limited presence throughout the niche markets including organic and natural products (Admin, 2023). ▪ P&G is a Global Company- P&G has many challenges when navigating diverse regulatory environments. This tends to be very costly and time consuming which can set processes back (<i>Procter & Gamble: Business Model, SWOT Analysis, and Competitors 2023 - PitchGrade</i>, n.d.).

External	Opportunities ▪ Following Trends – looking for expanding markets. Investing in eco friendly products that are natural or organic (Admin, 2023). ▪ Online Presence – P&G could have more customer reach by expanding their products through e-commerce markets (Admin, 2023). ▪ Sustainability - looking for ways to reduce an impact on the environment such as different packaging materials, using local resources, reducing carbon emissions by finding closer suppliers or partners (Admin, 2024). ▪ P&G Retail Stores – opening their own retail stores and offering their products could help boost growth opportunities and expansion for them. ▪ Using AI for Data Analytics – gathering insights on consumer preferences and behaviors could lead to overall better strategies in their marketing efforts and help with providing a more efficient flow throughout their supply chain (Admin, 2023).	Threats ▪ Highly competitive – this market requires continual innovation to keep up with consumer interests (Admin, 2024). ▪ Economic Decline – the fall of the economy will impact sales on these products (Admin, 2024). ▪ Changes in regulations – Strict requirements of labeling, packaging, and product ingredients being used could pose challenges if you are not constantly compliant with changes (Admin, 2024). Needs and Wants – Natural, organic, and environmentally friendly products are wanted. P&G must be able to change your products to the needs and wants of the consumers (Admin, 2024). Supply Chain Impacts – Could cause issues to meet consumer demands due to pandemics, trade restrictions, costs that increase, tariffs, and disasters that occur naturally (Admin, 2023).
----------	--	--

Overview: Initial Trends

Some of the industry trends that I would want to keep into consideration include:

Consumer Spending Habits: Things regarding inflation, cost of living, and economic downturn may impact the way consumers spend their money.

Quality Long Lasting Scents: consumers want high quality products that provide them value for their money that they spend on scented products.

Niche Products: Customers are trending to wanting organic and all natural products. They are even looking for products that can benefit their overall well being. These products may include aromatherapy fragrances to help support mental clarity and reduce stress.

Innovation: to keep up with industry trends and consumer demands P&G would really need to strategize and invest a lot of money into developing fragrances that meet consumer preferences. Investing in research to come up with products that will use all natural ingredients. Customers are also looking for ways to make their scents customizable to what they prefer. This may need to be taken into great consideration for the future of this product market so that it remains sustainable.

(Make Sense of Scents: Fragrance Industry Trends 2024 | Mintel, n.d.)

Marketing Mix Elements: Potential Target Demographics

The potential target demographics for P&G's new line of scented hand soaps and scented lotions consist of:

Income: \$40,000 - \$91,000

Gender: Women

Profession: Middle Class

Education Level: College Graduate

Family Mix

Mostly Homeowners

Age: 25-45

Marital status: Married

(How to Find Your Target Audience| Marketing Evolution, n.d.)

Marketing Mix Elements: Internal and External Organizational Factors

Some of the internal factors that could influence my new product line could be P&G's brand identity and values. P&G is known for quality products, the reliability of shipments, and their innovative abilities to create great products. My line of scented body sprays and lotions would need to meet these standards.

Another internal factor that could influence my demographic market is fragrant selection and our lotion product's feel when our products are applied to our customer's skin. Package design also impacts the overall product. I would need to make sure that I am understanding the needs of my target market and their preferences when considering the design of my products packaging.

Marketing also would need to provide the awareness to my targeted audience. Advertising and offering promotional deals would need to be tailored to fit the needs of 25–45-year-olds. Positioning the product with the right price while utilizing effective marketing campaigns should return a positive impact (Thompson, 2023).

Some external factors that could predict potential misalignment with my selected targeted market and P&G's organizational goals could include things such as the needs of the target market. The target market may demand products containing natural ingredients. Trends can change what people want, and effect what they then need.

External factors such as the economy could impact my targeted market. If the economy is falling apart and people are losing their jobs, then people don't have a lot of extra money to spend on wants. It will affect sales and profits.

Another external factor could be P&G's goals to become sustainable. If my product lines don't align with their values and goals this could have a bad impact on P&G's reputation with customers. It will be important that my products and the ingredients that are used to make them, align with P&G's sustainability goals (Gamble, 2023).

Marketing Mix Elements: Product Need

My targeted market is women between 25-45 years old. Women like to smell good. They like to be complimented. Women also like to look young and keep those wrinkles away. The benefits of using scented body lotions and scented body sprays can vary for women. For some women they may like to moisturize their skin. This could be part of their common routine after showering. Some women enjoy the smells, and they like to have choices based on their preferences. For other women it helps relax them and relieves them from stress by smelling the calming aromas.

Lotions have many benefits to helping women with different needs and wants. Scented lotions provide fragrant smells that a brand name perfume would give you but without the price tag. This appeals to women (Hufton & Holland, 2023). In Women's Health they say, "The reason we like scented body lotion: You get a lasting scent that's never as hit-you-in-the-face as that first spritz of perfume. Instead, scented body lotions lightly linger on the skin so they're never overwhelming or overpowering like your typical fragrance." (Women's Health Editors, 2024).

One customer who purchased scented body lotion said, “This is a fun fragrance ideally for a younger person. The lotion is heavily scented with a fruity forward bite. The florals are an undertone in this one. It is a very summery scent with a good deal of throw and staying power. The fragrance lingered...” -KristyMcB. Ariel goes on to say, “This lotion is absolutely gorgeous. The scent is so wonderful and entrancing. As soon as I opened the package, I felt a peaceful calm feeling at this scent. Shooting star is a lovely name to describe the scent. I also love the actual feel of the lotion. It’s nice and creamy and definitely feels like a body cream. I used it for both my hands and body, and it was a great feel and moisturizer without being too heavy or greasy. Highly recommend this lotion and it’s comparable to more expensive brands.” (*Back to Scent Theory Hand and Body Cream with Shea Butter, Shooting Star, 8 Oz, for All Skin Types Customer Ratings & Reviews*, n.d.)

Reviewing customer’s comments that recently purchased body sprays expressed how much they enjoy the smell, and the way it makes them feel. One customer stated, “I get more compliments on this than any other body spray I have ever worn. I put it on in the morning and get at least 8 hours of wear from it. I wasn’t able to find it in my local store, so I just ordered it online.” – Holly. Another customer states, “I really like this fragrance it has a clean smell and I spray it after my shower. It is not overpowering.” -Carolyn. As I researched reviews, I found that other customer’s worry about the smell lasting longer, “The past version of this very product stayed and lingered on me for hours and was lovely. Now, with this new bottle, it is weaker and is not discernible by anyone especially me. They’re making it more cheaply now, with more alcohol no doubt; and it always happens, but to save a buck, they have lost a customer.”- Leslie (*Back to Body Fantasies Signature Fragrance Body Spray, Fresh White Musk, 8 Fl Oz Customer Ratings & Reviews*, n.d.)

Marketing Mix Elements: Pricing Strategy

Customers typically spend between \$1-\$50 on body care products a month (“The 2023 Beauty Consumer Decoded,” 2023). Typically, body lotions can range in price from \$7 - \$56 (Candelario, 2023). The average price would range around \$18.95 per tube of body lotion. The average body spray costs around \$16.95 (Bath and Body Works, n.d.).

For my pricing strategy I’m going to need to make different price ranges available for my target audience. I could offer the more affordable options in smaller sizes for trial use. I could then offer medium sizes at half of the price as an original size. Then I would offer the original sizes at full price.

I would need to create packaging that meets my audience's preferences. I also need to support sustainability and eco-friendly practices when designing my products. My audience wants a clean, healthy, thriving environment to live in. I need to make sure that the design aligns with P&G’s values and message. I want to make sure it sets our product apart from all the other brand’s packaging. It needs to create a connection with the consumer that brings a positive feeling. Life is stressful enough. My targeted audience wants to feel some happy vibes. The packaging has to have quality, have appeal, it needs to be eye candy (Research, 2024).

Other pricing strategies I could offer are promotional deals and limited editions on products. Consumers in my target audience love deals and coupons. It creates value for them by making them feel like they got more for their money. I would use social media platforms to bring awareness to our products and hire influencers to help promote my products. These techniques being utilized along with targeted marketing campaigns should bring in results.

Marketing Mix Elements: Placement of Product

For the placement of our new product offerings, we will be placing our products in a brick-and-mortar location in high traffic areas that my targeted audiences tend to visit while being in the store. Our scented body sprays and lotions will also be offered through an online e-commerce platform.

One area we would like to excel at is by beating our competitor through shipping speeds. After reviewing our competitor's reviews this is an area that customers are really disappointed with along with their customer service. Out of 1,104 reviews 71% gave Bath & Body Works a 1-star rating. Only 15% gave Bath & Body Works a 5-star rating (Trustpilot, 2024). 20.2% of women 25–34 years old shop online. 17.2% of women ranging 35-44 shop online (*Which Age Group Buys the Most Clothes Online? (2024)*, 2024).

I will monitor our placement to make sure our target market is buying our products. I will do this by looking at sales data. I will also keep a close eye on customer reviews, so we remain to have a good reputation and help our customers out with their issues with our products.

Marketing Mix Elements: Promoting the Product

To effectively promote my new product line of scented body lotions and scented body sprays I will need to develop effective strategies to win over my targeted audience, women who range between 25-45 years old. My first strategy would be to create content marketing such as video ads, content advertisements, and blogs. I would create content that speaks to my audience. I would show them the benefits of scented sprays and lotions and how they could boost your mood. It can give you confidence and make you feel good. I would advertise the best-selling items that are trending. I could create educational blogs talking about the benefits of aroma therapy (Makosiewicz, 2023).

My second strategy would be using social media platforms. Connecting with my audience through Instagram, Twitter, Facebook, YouTube, etc. Here I can interact with my audience. I can reach out to them, understand what they are looking for in products. Understand any negative effects they are feeling if my products aren't meeting their overall needs so we can address it (Makosiewicz, 2023).

My third strategy would be promoting my products through email marketing. I would send emails to keep in contact with my targeted audience. I would also send out promotional discounts to keep them coming back to order more products. I would also offer them a loyalty customer reward program that they could sign up to in order to receive more value and benefits (Makosiewicz, 2023).

My fourth strategy would be setting up a stand in a store and offering trials. This would be an easy way to attract new customers. I could offer discounts or bundle deals right there. I would be able to interact with customers explaining the benefits that our products have to offer. I could even hand out trial size samples (What Is Product Promotion? How to, Strategies and Examples, 2024). Who doesn't love free gifts to take home?

My fifth strategy would include using influencers. Beauty products are a trend. A lot of people follow influencers and want what they have. I would need an influencer to bring awareness to my audience explaining how great my products are and the benefits of using them (Makosiewicz, 2023).

Marketing Mix Elements: Implications

Some of the legal and ethical considerations I need to think about while implementing my marketing strategies are things like:

- Making sure my content is transparent and not misleading in any way.
- That the customer's data is protected following the Data Protection Commission (DPC).
This law was passed in 2012 by Ireland. It ensures the privacy of individual's data. It establishes guidelines on how that data can be used, assessed, and disclosed. It makes sure that people understand how their data is being used, and it allows users to have access to their own data so they can control their information (Play Media, 2023).
- Following the (GDPR) General Data Protection Regulation this protects people in Europe. The European Union (EU) established this law to protect their data (Play Media, 2023).
- Following the Federal Trade Commission (FTC) they protect citizens data in the United States. The FTC administers the antitrust laws and conducts their own investigations if they feel that unlawful acts could damage consumers. They look into fraud cases, false advertising, consumer protection, and illegal mergers. They are constantly monitoring to make sure everyone is staying in compliance (Hayes, 2022).
- Following the Children's Online Privacy Protection Act (COPPA). This act makes sure that children under 13 years old privacy is protected. It requires consent from parents if data is collected. Notification and consent must be given by the child's parent if an email is required, address, or name (Children's Online Privacy Protection Rule ("COPPA"), 2023).
- Following the CAN-SPAM ACT (Controlling the Assault of Non-Solicited Pornography and Marketing) This law sets rules for commercial marketing. Making sure that headers identify our business. The subject line must not be misleading. It must be clear, and disclose that it is an advertisement ad. There must be an option for customers to opt out.

The email must also contain our company's address (CAN-SPAM Act: A Compliance Guide for Business, 2024).

- I will need to follow the Telephone Consumer Protection Act (TCPA). The (TCPA) was established in 1934. This law protects customers from calls that are not wanted. This would include messages left on your voicemail that are automated. Telemarketers trying to sell you things you don't need or want. Faxes that aren't wanted. It also protects people from receiving unwanted calls before 8 a.m. and after 9 p.m. their local time. Solicitors must follow the (DNC) do-not-call list and the National Do Not Call Registry. This contains consumers who do not want to be bothered. These consumers stay on the list for 5 years (Wikipedia contributors, 2024).
- I will need to make sure that any affiliate marketers trying to help promote my products are following the FTC rules. Any kind of paid endorsements or testimonials will need to have clear communication and fully disclose that they are sponsoring our products (Kumar, 2023).
- I can not use offensive language, or pictures.
- I can not stereotype or use offensive language (Kumar, 2023).

All of these things will help me remain ethical and in compliance with the law. While following the laws I will also make sure that I am always using Corporate Social Responsibility. Trying to incorporate ways to reduce waste, become more efficient to reduce our carbon footprint. My mission will be making sure we are clear with our customers and putting ethical principles in the forefront of what we do.

Marketing Mix Elements: Industry Trends

Product, price, place, and promotion play crucial roles in marketing. When developing my marketing strategies for my campaign each of the four “P”’s shaped my strategies to fit marketing trends. In order for my product to have success I needed it to be in front of the right audience so I could shape my strategies around them.

Products are the things your company makes based on what customers need. It is the heart to any business. Products are made to fit customers preferences and demands. To figure out the right product I looked at wants, needs, trends, and preferences. With trends changing people are wanting body sprays and lotions to be made out of natural ingredients, not harmful chemicals. They want a long-lasting fragrance that smells as great as expensive perfume but without the price tag. They want these products to make them feel great.

Pricing strategies are important for generating revenue for your company and maximizing your overall profitability. For my pricing strategies I looked at trends, competitor’s pricing strategies, and the value that our product had to offer compared to other companies. It’s important to understand what a customer will pay for your products. Since the market is highly competitive in scented body sprays, and scented hand lotions my strategy is to stay competitive by offering 3 unique sizes with different price points to meet the consumer’s preferences. Having a selection to choose from, and offering different sizes creates different value for customers.

Placing products so that your audience can reach them is important to identify through research. Knowing where your target audience is hanging out and making purchases. Are they online, or are they watching tv most of the time? Using analytics to research your consumer’s behavior helps you be able to put your product in high traffic areas where your target market is. My audience utilizes online retailers, brick-and-mortar stores, local shops, and beauty stores. My

strategy is to place my products in these areas so that my audience can reach my product offerings. When placing my product, I will need to analyze the high traffic areas that my audience frequents so that I can be sure that my product is placed in front of them so they can see our new line of products and hopefully make a purchase.

When promoting our products I used common promotional strategies such as influencers, affiliates, content creations, blog posts, email marketing, product demos, and YouTube videos. I used these strategies because it aligns with my consumer's habits. These are the platforms that they hang out on, and this is the best place to advertise in order to reach my audience.

There are other ways of promoting my products I could have used referral programs, product launch events, user-generated content, press mentions, webinars, cross promoting, retargeting ads, billboards, catalogs, mail flyers, brochures, tv commercials, trade shows, community forums, local SEO (MacNeil, 2024), or guerrilla marketing (Storm, 2023).

Concluding Findings and Limitations: Organizational Objectives

P&G values high-quality products that will enhance the lives of their customers. They provide products that provide excellent quality, and they constantly strive to improve their customer's lives (*Procter & Gamble: Business Model, SWOT Analysis, and Competitors 2023 - PitchGrade*, n.d.).

The market research I have conducted so far for our new product line consisting of scented hand lotions and scented body sprays have helped me understand that our target audience is looking for products that maintain a strong scent and last throughout the day. They want to have the type of quality products that Bath and Body Works offer, but with a fraction of the price.

Typically, these consumers buy around 2-3 products at a time. They love discounts and promotional deals. They love an array of scents to choose from. However, they are very interested in products with natural ingredients that can offer the same kind of quality scent that an expensive perfume can offer, but without the high price tag. They love aroma therapy scents that can make them feel better over all mentally and physically.

Since P&G is emerging into the consumer health care business aromatherapy lotions and body sprays would align with their strategic goals. It would meet consumer needs and cater to a vast range of customers (*Procter & Gamble: Business Model, SWOT Analysis, and Competitors 2023 - PitchGrade*, n.d.)

Concluding Findings and Limitations: Future Trends

Some trends or future trends that we could see is:

- Scents that benefit your health such as aromatherapy products.
- Scents that can be made from all natural ingredients.
- Scents that can be tailored to meet the preferences by the consumer.
- Scents that can be tailored to meet the preferences by the consumer.

Concluding Findings and Limitations: Marketing Research and Industry Trends

Trends with scented hand lotions and body sprays are changing. Consumers are also looking for scents that can be used neutrally between both genders according to P&G market analysis research studies (P&G, 2021). Customers are also looking for natural ingredients for clean options. Freeing themselves away from ingredients known to be linked to cancer causing

agents. There is a growing trend rising for consumer preferences looking for natural ingredients, and scents that don't carry a gender stereotype.

Aligning product development to meet these consumers preferences will be essential in order to gain market share. Consumers want to be able to choose their scent, and customize it to their liking. This could lead to a wider audience by tailoring to their needs with a customized experience (P&G,2021).

Concluding Findings and Limitations: Marketing Research Aligns to Standards

My marketing strategies will be in compliance with all advertising and marketing laws. The laws I will follow include:

1. Children's Online Privacy Act
2. Consumer Review Fairness Act
3. INFORM Consumers Act
4. National Do Not Call Registry
5. General Data Protection Regulation (GDPR)
6. California Consumer Privacy Act of 2018 (CCPA)
7. Google Ads Policies

(Advertising and Marketing, 2024)

8. Avoiding misleading advertising that produce false claims or have costs or conditions that can be deceptive.

9. Avoid copyright or trademark infringements

10. FTC regulations for pricing, and sales strategies

(Experts, 2024)

Disclosure Methods such as:

1.Transparent disclosures

2. Disclaimer Statements

3. Sponsored or Promoted labels

4. Endorsement disclosures

5. Testimonial disclosures

6. Privacy Disclosures

(Play Media, 2023)

Concluding Findings and Limitations: Implications

Some implications of my scented body sprays and lotions including legal and ethical considerations could be:

- Regulations are being followed that are required by the government. Standards that need to be met such as:
 - Labeling requirements of the products – making sure they are clearly marked with the ingredients, and provide information such as warnings, and instructions on using the product.
 - Product safety regulations – making sure that it meets the safety for consumer use through testing by regulatory agencies.
 - Fragrance regulations- restrictions on certain chemicals known to cause cancer or allergens.
- Environmental Regulations
 - Packaging requirements
 - Waste disposal requirements – recycling symbols.
- Following Advertising Regulations
- Regulatory and product registration are followed if our body sprays and body lotions are sold in foreign markets.
- Understanding customers preferences, and constantly changing trends.
- Having manufacturing processes that can meet the standards of various product setups.

Concluding Findings and Limitations: Limitations

Some limitations I have encountered include:

- Fragrances usually contain hazardous chemicals. To make a fragrance last all day we would need to add a lot of preservatives. The chemicals are synthetic and come from petrochemicals. These chemicals can cause cancer, hormonal issues, and allergies.
- We would need to avoid using preservatives such as Diazolidinyl Urea gives off formaldehyde which is connected in causing cancer.
- Propylene Glycol keeps moisture locked in can be toxic and irritate the skin. It can also cause skin issues such as rashes or dried out skin.
- Parabens also found in lotions can cause cancer and hormonal issues.

(Mitchell, 2021)

- We also would need to find eco-friendly packaging to contribute to our Corporate Social Responsibility as a company.
- Regulations are in place for storing alcohol-based products. Following transportation regulations and storing requirements will need to be followed if we use alcohol in our products (“Shipping Perfume, Chemicals and Other Hazardous Materials?” 2019).

Overall, complex market research would need to be conducted to meet consumer’s preferences in products. Understanding their insights regarding scents and textures could be challenging. There were some gaps in my research, but after conducting more extensive research and recognizing these new hurdles it will allow me to implement and adapt to stay competitive. We will be able to expand our market share of scented hand lotions and body sprays and explore blue ocean territories. We will be able to innovate our products to meet consumer needs and differentiate our products from other competitors. Using growth strategies with our new product line, it will allow me to lead P&G to the top of this product industry while also keeping aligned

with their commitment to their customers, goals as a company, and their mission to continue their sustainability efforts to the environment and society.

References

- Admin. (2023, April 1). Proctor & Gamble (P&G) SWOT Analysis - The Strategy Story. The Strategy Story - Simplifying Business Strategies. <https://thestrategystory.com/blog/proctor-gamble-pg-swot-analysis/>
- Admin. (2024, March 6). Bath and body works SWOT Analysis - the strategy Story. The Strategy Story - Simplifying Business Strategies. <https://thestrategystory.com/blog/bath-and-body-works-swot-analysis/>
- Advertising and marketing. (2024, February 5). Federal Trade Commission. <https://www.ftc.gov/business-guidance/advertising-marketing>
- Back to Body Fantasies Signature Fragrance Body Spray, Fresh White Musk, 8 fl oz Customer ratings & reviews. (n.d.). Retrieved April 1, 2024, from <https://www.walmart.com/reviews/product/24511385?page=2>
- Back to Scent Theory Hand and Body Cream with Shea Butter, Shooting Star, 8 oz, for all skin types Customer ratings & reviews. (n.d.). Retrieved April 1, 2024, from <https://www.walmart.com/reviews/product/814573291>
- Bath And Body Works. (n.d.). All Moisturizers | Bath & Body Works. Bath and Body Works. <https://www.bathandbodyworks.com/c/body-care/all-moisturizers>
- CAN-SPAM Act: A compliance guide for business. (2024, January 17). Federal Trade Commission. <https://www.ftc.gov/business-guidance/resources/can-spam-act-compliance-guide-business>
- Candelario, C. (2023, July 21). The 14 Best-Smelling Body Lotions Our editors can't get enough of. PureWow. <https://www.purewow.com/beauty/best-smelling-body-lotions>

Children's Online Privacy Protection Rule ("COPPA"). (2023, February 3). Federal Trade Commission. <https://www.ftc.gov/legal-library/browse/rules/childrens-online-privacy-protection-rule-coppa>

Experts, T. (2024, January 18). Marketing campaigns and legal aspects: how to avoid conflicts? The Next Scoop. <https://thenextscoop.com/legal-aspects-of-marketing-campaigns/amp/>

Gamble, P. A. (2023, August 16). P&G purpose, values and principles. Procter & Gamble. <https://us.pg.com/policies-and-practices/purpose-values-and-principles/>

Gamble, P. A. (2023, December 13). Environmental Sustainability | P&G. Procter & Gamble. <https://us.pg.com/environmental-sustainability/>

Hayes, A. (2022, April 21). Federal Trade Commission (FTC): What it is and what it does. Investopedia. <https://www.investopedia.com>

Hufton, C., & Holland, T. (2023, December 11). The 13 best scented lotions that will make you smell amazing. Byrdie. <https://www.byrdie.com/best-scented-lotions-7373655>

Kumar, P. (2023, July 29). Legal and Ethical Issues in Advertising: A Comprehensive Guide - hmhub. hmhub. <https://hmhub.in/management-of-marketing-communication-advertising/legal-and-ethical-issues-in-advertising/>

MacNeil, C. (2024, January 12). 12 Promotion Strategies to Create Customer Demand [2024] Asana. Asana. <https://asana.com/resources/promotion-strategy>

Make Sense of Scents: Fragrance Industry Trends 2024 | Mintel. (n.d.). Mintel. <https://www.mintel.com/insights/beauty-and-personal-care/make-sense-of-scents-fragrance-industry-trends-in-2024-and-beyond/>

Makosiewicz, M. (2023, May 18). 13 Effective (And Low-Cost) Ways to Promote a product. SEO

Blog by Ahrefs. <https://ahrefs.com/blog/how-to-promote-product/>

Mitchell, E. S. (2021, April 22). What you need to know about scented lotions. The List.

<https://www.thelist.com/389814/what-you-need-to-know-about-scented-lotions>

Nutrition, C. F. F. S. a. A. (2023, September 29). Small Businesses & Homemade Cosmetics: Fact sheet. U.S. Food And Drug Administration. [https://www.fda.gov/cosmetics/resources-](https://www.fda.gov/cosmetics/resources-industry-cosmetics/small-businesses-homemade-cosmetics-fact-sheet)

[industry-cosmetics/small-businesses-homemade-cosmetics-fact-sheet](https://www.fda.gov/cosmetics/resources-industry-cosmetics/small-businesses-homemade-cosmetics-fact-sheet)

P&G - US Locations - Procter & Gamble - Locations. (2023, April 7). Procter & Gamble -

Locations. <https://www.pglocations.com/>

Play Media. (2023, November 17). Ethical and legal considerations in digital Marketing - Play

Media. <https://play-media.org/insights/ethical-and-legal-considerations-in-digital-marketing/>

Procter & Gamble. (2021). Annual Report 2021. Retrieved from <http://us.pg.com/annualreport2021/>

Procter & Gamble: Business model, SWOT analysis, and competitors 2023 - PitchGrade. (n.d.).

<https://pitchgrade.com/companies/procter-and-gamble>

Proctor and Gamble. (n.d.). <https://www.u-s-history.com/pages/h1811.html>

Research, A. (2024, March 27). What is packaging design? Process, examples, trends. What Is

Packaging Design? Process, Examples, Trends. [https://www.appinio.com/en/blog/market-](https://www.appinio.com/en/blog/market-research/packaging-design)

[research/packaging-design](https://www.appinio.com/en/blog/market-research/packaging-design)

Shipping perfume, chemicals and other hazardous materials? (2019, September 10). Perfumer &

Flavorist. [https://www.perfumerflavorist.com/fragrance/regulatory-](https://www.perfumerflavorist.com/fragrance/regulatory-research/article/21857128/chemtrec-shipping-perfume-chemicals-and-other-hazardous-materials)

[research/article/21857128/chemtrec-shipping-perfume-chemicals-and-other-hazardous-](https://www.perfumerflavorist.com/fragrance/regulatory-research/article/21857128/chemtrec-shipping-perfume-chemicals-and-other-hazardous-materials)

[materials](https://www.perfumerflavorist.com/fragrance/regulatory-research/article/21857128/chemtrec-shipping-perfume-chemicals-and-other-hazardous-materials)

Storm, A. (2023, December 29). What Is Guerrilla Marketing? 11 Examples to Inspire Your Brand.

Hubspot. <https://blog.hubspot.com/marketing/guerilla-marketing-examples>

The 2023 beauty consumer decoded. (2023, August 8). Global Cosmetic Industry.

<https://www.gcimagazine.com/consumers-markets/news/22869658/the-2023-beauty-consumer-decoded>

Thompson, A. (2023, August 12). Procter & Gamble's Marketing Mix (4Ps) Analysis. Panmore

Institute. <https://panmore.com/procter-gamble-marketing-mix-4ps-analysis>

Topic: Bath & Body Works. (2024, March 19). Statista. <https://www.statista.com/topics/9628/bath-and-body-works/#topicOverview>

Trustpilot. (2024, April 3). Bath & Body Works Reviews.

<https://www.trustpilot.com/review/www.bathandbodyworks.com?stars=1>

What is product promotion? How to, strategies and examples. (2024, April 4). Amazon Ads.

<https://advertising.amazon.com/en-gb/library/guides/product-promotion/#>

Which age group buys the most clothes online? (2024). (2024, May 26). Petscareinf.

<https://petscareinf.com/articles/which-age-group-buys-the-most-clothes-online/1337>

Wikipedia contributors. (2024, February 8). Telephone Consumer Protection Act of 1991.

Wikipedia. https://en.m.wikipedia.org/wiki/Telephone_Consumer_Protection_Act_of_1991

Women's Health Editors. (2024, February 29). 23 best smelling body lotions that will make you want to ditch your perfume. Women's Health.

<https://www.womenshealthmag.com/beauty/g19905028/body-lotions-with-the-best-scent/#>