Welcome...
TePe | A Step in the Right Direction

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Presentation Overview

- The Future TePe
- Relevance?
- Design Analysis
- Brand Analysis
- Business Analysis
1

Business Analysis
External Factors

Political/Legal

- Global oral healthcare campaigns.
- Strains on public healthcare facilities.
External Factors

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**Economic**

- Instability in the global economy.
- 7 in 10 adults will buy the brand on promotion.  

1 = Mintel (2012)
## External Factors

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### Socio-Cultural
- 50% concerned about whiteness.  
- Rising Obesity = Rising Gum Disease.  
- Heart Disease = 1 in 4 deaths in USA.

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2 = Centers for Disease Control & Prevention (2012)
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Technological
- Larger Company = Larger R&D Budget
- Innovations

¹ = Mintel (2012)
² = Centers for Disease Control & Prevention (2012)
What this means...

- Image currently outweighs regard for oral health.
- Current decisions are likely to be biased by price reductions.
- Innovative design thinking is required to combat technology.
- Oral hygiene solutions need to look beyond the mouth.
Introduction
Growth
Maturity
Decline

Current location of TePe interdental brushes.
What this means...

- There is a wealth of opportunity in a new market.
- There is a lot of competition.
- TePe needs to differentiate itself to regain dominant market share.
Existing Competition

Product Substitutes:

- Air Floss
- WaterPik
- Electric Toothbrushes
- Chewing gum
- Mouthwash
- Whitening toothpaste
- Tooth whitening
Existing Competition

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Procedure
Existing Competition

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- Air Floss
- WaterPik
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- Whitening toothpaste
- Tooth whitening

**Primary Competitors**

Fig 2.2

Fig 2.3

Fig 2.4
Competitive Landscape

Where the business currently competes.
Where the business could compete.
So?

- TePe can’t compete on a cost leadership basis.
- MPP compared to Tesco & Oral B.
- Opportunity to compete against whitening facades.
- TePe could see benefit by moving into emotive connections.
Internal Factors

Strengths

- Professional endorsement
- Malmö Dental School support
- ISO accreditation
- Heritage
Internal Factors

**Strengths**

- Professional endorsement
- Malmö Dental School support
- ISO accreditation
- Heritage

**Weaknesses**

- Low market brand loyalty
- Fragmented communication
- Saturated market
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**Opportunities**
- ‘Prevention is better than cure’
- Whitening craze – ‘Hollywood Smile’
- Heart Disease = 1 in 4 deaths in USA.  

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**Threats**
- Falling footfall in drugstores
- Whiteness > Oral Hygiene

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What this means...

- Exploit the product’s endorsements.
- Opportunity to act on Malmö university research.
- Brand loyalty needs to be established.
- Opportunity for whiteness through hygiene.
Current Consumers

Health Conscious

- Aware of health risks
- Independently seeking solutions
Current Consumers

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- Aware of health risks
- Independently seeking solutions

Orthodontics
- Forced into situation
- Chore
Current Consumers

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Recommended

- Regular dental hygiene pattern
- Open to dental advice
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Recommended
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Preventative
- Concerned with future health
  - Independently seeking solutions

Fig 2.5
Current Consumers

- **Health Conscious**
  - Aware of health risks
  - Independently seeking solutions

- **Orthodontics**
  - Forced into situation
  - Chore

- **Recommended**
  - Regular dental hygiene pattern
  - Open to dental advice

- **Preventative**
  - Concerned with future health
  - Independently seeking solutions

**Fragmented**
What this means...

› TePe meets multiple requirements.

› Potential to unite consumers under a holistic oral care approach.

› ‘The total UK annual spend on alternative health treatments is £4.5 billion, a market that has grown by nearly 50 per cent in five years.’ Leggatt, J. (2008)

› Opportunity to create an emotional attachment & brand loyalty.
2

Brand Analysis

Fig 3.0
Monolithic Structure

- Use of one name and one visual system throughout.

Fig 3.1
Monolithic Structure

- Use of one name and one visual system throughout.

- Reflective of:
  - Differentiation Strategy
  - Depth of Expertise

TePe

Fig 3.1
Fig 3.2

**Touchpoints**

- **Word of Mouth**
- **Product**
- **Experts**
- **Website**
- **PoS**

TePe
So?

- Differentiation in product but not shelf presence.
- Touchpoint alignment is required.
- Window of opportunity on a saturated shelf.
3
Design Analysis
Current Design Strategy

Design Eminence

- Designing a unique and identifiable image through innovation, usability & aesthetics.

Fig 4.1
Design Eminence

- Designing a unique and identifiable image through innovation, usability & aesthetics.

Desirable Alternative

- Relies on better design whilst complying with current design rules in that category.
What this means...

- TePe has lost its original design eminence.
- Innovative design thinking is needed to regain market interest.
- Eminence will be key to pursuing new markets.
4
Relevance?
Treating construction worker’s cuts & abrasions.

1870
Case Study - Vaseline

Present

FMCG with a 90% market share.  

1 = Acepublisher.com (2005)
Case Study - Vaseline

- Trustworthy
- Dependable
- Convenient
- Industrial
Case Study - Vaseline

- Trustworthy
- Dependable
- Convenient
- Industrial
Case Study - Vaseline

- Trustworthy
- Dependable
- Convenient
- Industrial

Research

- Trustworthy
- Dependable
- Convenient
- Versatile
- Caring
5
The Future TePe
"An apple a day keeps the doctor away!"

TePe = Preventative Routine
What if?

Word of Mouth

Product

Experts

Website

PoS

Fig 3.2
Desirable Alternative

- Relies on better design whilst complying with current design rules in that category.

Design Eminence

- Designing a unique and identifiable image through innovation, usability & aesthetics.
What if?

- Prevention
- Early Adoption
- Oral Hygiene
- Orthodontic
- Hollywood Smile
- Recommended
What if?

Values & Personality
- Experienced
- Trustworthy
- Caring

Prevention

Oral Hygiene

Early Adoption

Orthodontic

Hollywood Smile

Recommended
Early Adoption

Orthodontic

Hollywood Smile

Recommended

Oral Hygiene

What if?

Values & Personality
- Experienced
- Trustworthy
- Caring

Benefits
- Protection
- Prevention
- Education

Reasons to Believe
- Swedish Heritage
- Malmö Research
- Dental Endorsement

Prevention
What if?

Values & Personality
- Experienced
- Trustworthy
- Caring

Early Adoption

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Prevention

Reasons to Believe
- Swedish Heritage
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Oral Hygiene

Holistic Oral Health

Hollywood Smile

Recommended

Orthodontic
What if?

Values & Personality
- Experienced
- Trustworthy
- Caring

Early Adoption

Benefits
- Protection
- Prevention
- Education

Prevention

Holistic Oral Health

Reasons to Believe
- Swedish Heritage
- Malmö Research
- Dental Endorsement

Oral Hygiene

Brand Loyalty

Orthodontic

Recommended

Hollywood Smile
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Thank you.
Any Questions?
References


Figures:

Fig 1.0

Fig1.1

Fig 2.0

Fig 2.1

Fig 2.2

Fig 2.3

Fig 2.4

Fig 2.5


Fig 3.0

Fig 3.1
*Various TePe Products* [Photograph]. Available from: TePe Media Bank [Accessed 1 December 2012].

Fig 3.2


*Own Image*


Fig 4.0

Fig 4.1

Fig 4.2

Fig 5.0

Fig 5.1


Fig 5.2


References

Fig 5.3  

Fig 6.0  

Fig 6.1  

Fig 6.2  