

The image features the 'Secret' brand logo in a blue, cursive script font with a registered trademark symbol. The logo is positioned on the left side of the slide. A large, light blue arc with a subtle gradient and a drop shadow effect curves around the logo from the top left towards the bottom right, framing the text.

Secret®

Brand Category Analysis: Secret Deodorant

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Executive Summary

- Key takeaways
 - Secret competes against Dove (volume leader) and Schmidt's (closest price competitor).
 - Promotions are highly effective for Secret, generating strong sales lift.
 - Growth opportunities exist through increased distribution and targeted promotion strategies across regions.
- Secret's parent company, Procter & Gamble, is headquartered in Cincinnati, a region that also shows strong sales performance, promotions, and higher ACV distribution.

Secret Brand & Target Consumer

Secret Positioning

- First deodorant designed for women
 - Procter & Gamble 1956
- Focus on protection + female empowerment

Brand Strategy

- Women's sports partnerships
- Empowerment Campaigns

Target Consumer

- Active women and girls
- Athletes & working professionals
- Confident, ambitious consumers

Competitor Selection



Primary Competitor

Dove

Strongest demographic overlap

Largest category competitor

Key Factors

Price

Baseline sales

Consumer demographics



Secondary Competitor

Schmidt's

Closest price tier

Premium segment competitor

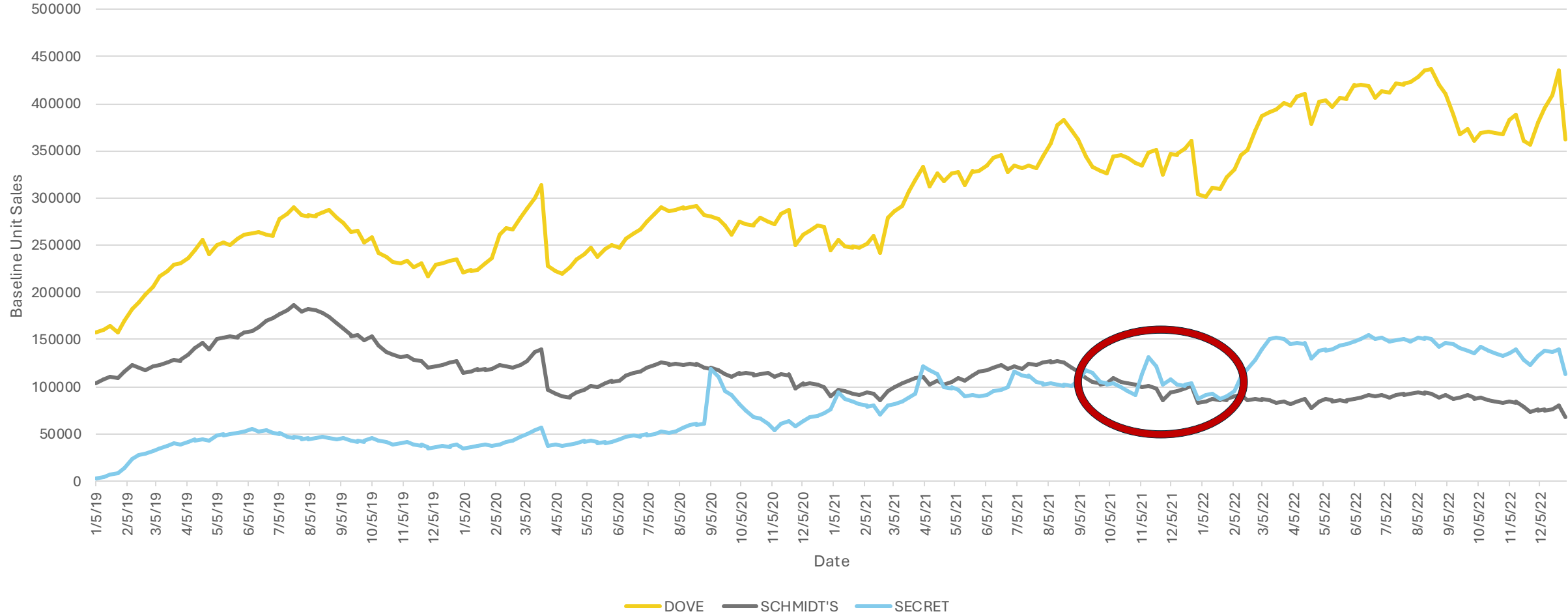
Schmidt's
Headquarters:
Portland, OR

Secret
Headquarters:
Cincinnati, OH



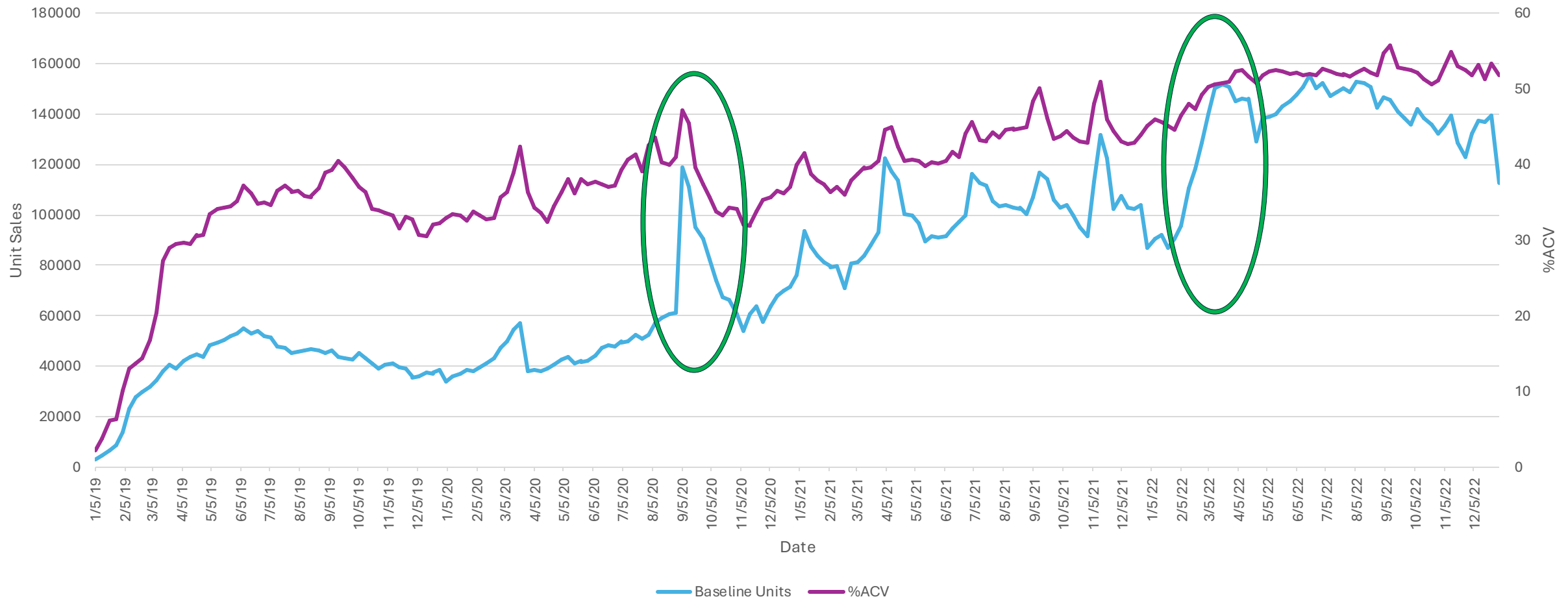
Baseline Sales Across Competitors

Lawsuit causes sharp sales decline for Secret in late 2021



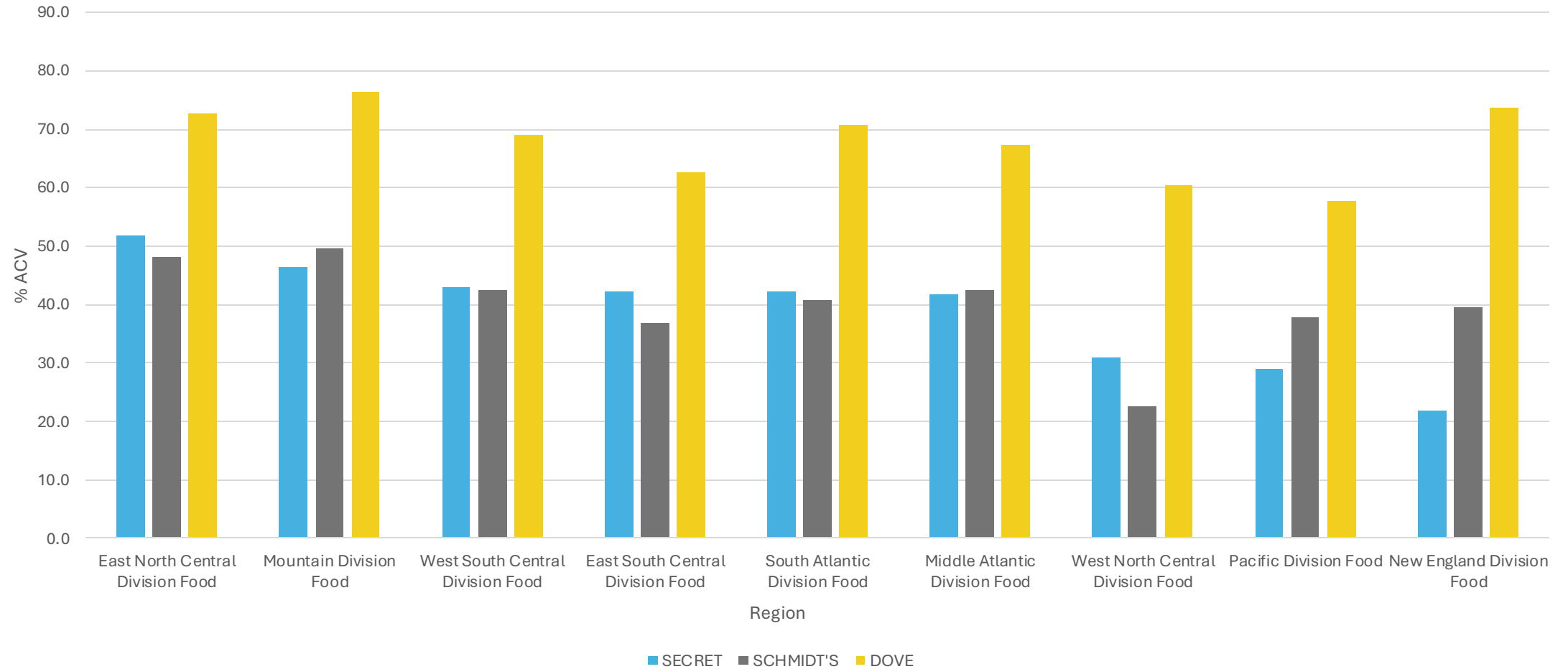
Baseline and %ACV Trend for Secret

Abnormal spike in baseline sales due to post-recall stock-up



Distribution Across Regions

Brand distribution is highest in respective headquarter regions.



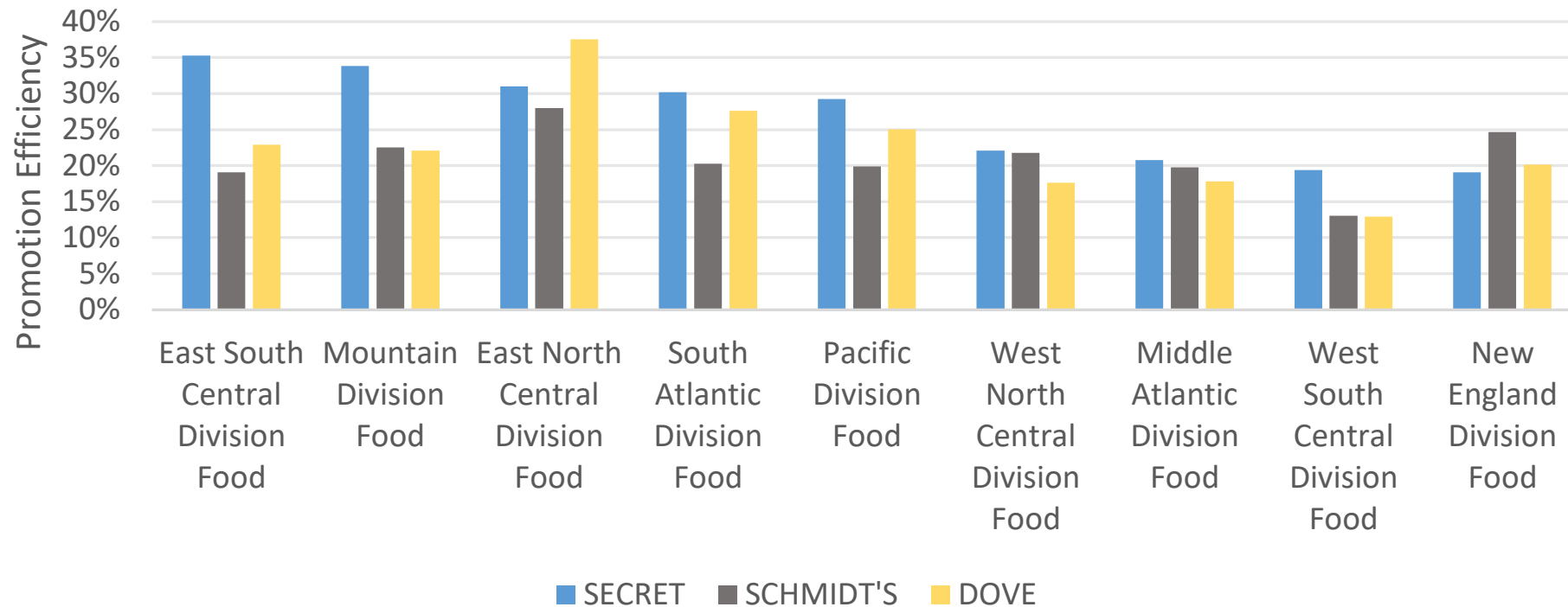
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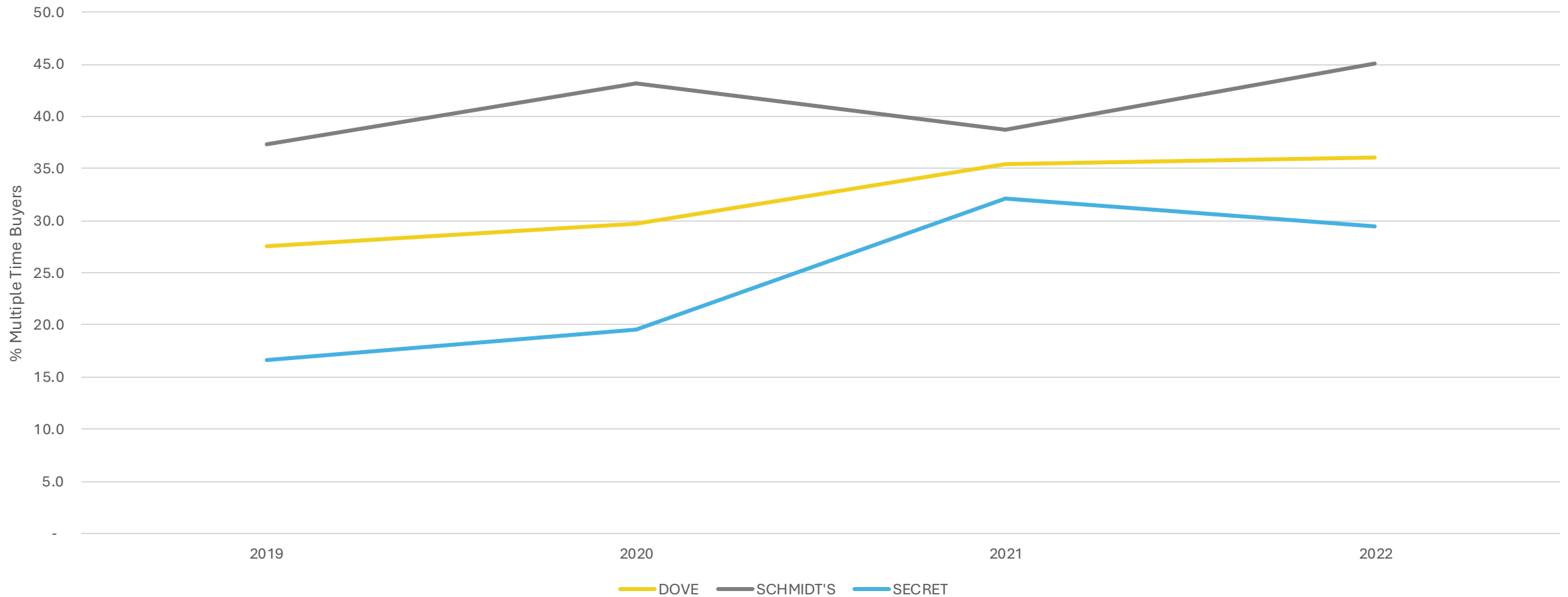
Promotional Efficiency Across Regions

Secret has highest promotion efficiency across most regions



Percentage of Multiple Time Buyers

Secret has a larger reliance on single-time buyers.



Summary of Key Conclusions



Secret has continued to trend up in sales



Maintain brand loyalty post scandal in 2022



Secret distributes the most in their headquarters region



Dove has great sales, but Secret is doing well for promotions

Recommendation #1- Distribution in Mountain Region

Opportunity

- Schmidt's leads in Mountain region distribution

Recommendation

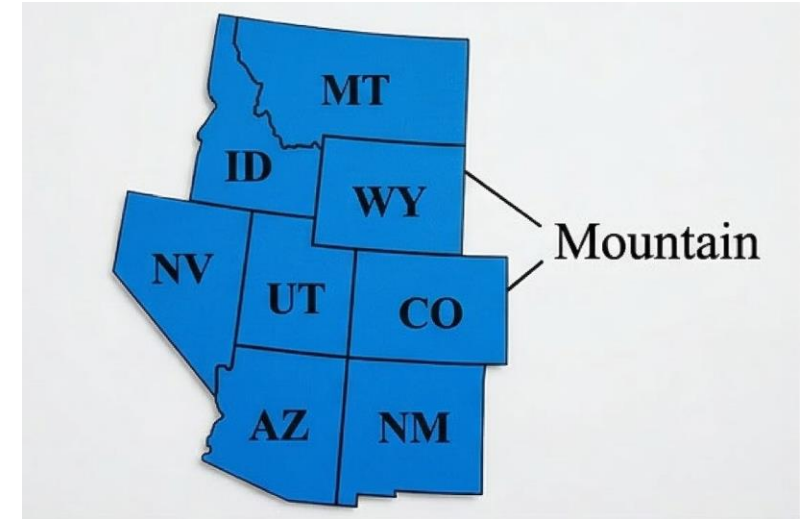
- Expand distribution of **Secret Aluminum-Free products**

Key Products

- Secret Aluminum Free Deodorant
- Secret Whole Body Aluminum Free Spray

Goal

- Surpass Schmidt's distribution and capture growth



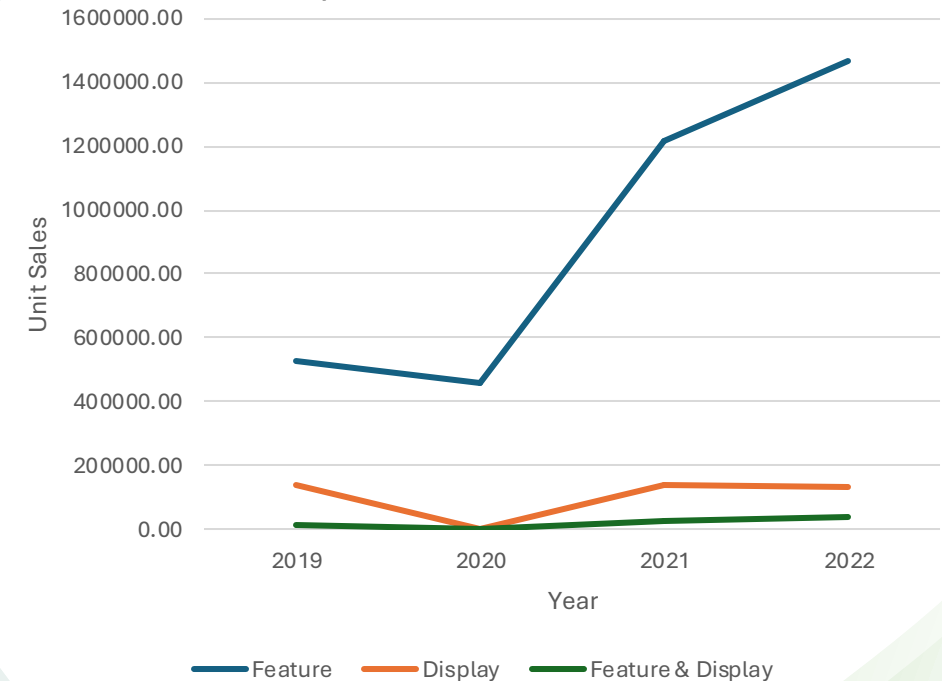
Recommendation #2

Increase Feature Promotion and Distribution for Mid Atlantic

Secret should compete in Dove headquarters region (Mid-Atlantic) by using feature promotions

Secret customers have responded well to feature promotions overtime

Compared to other promotion types, Feature preforms best for Secret



Recommendation #3

Increase Non-promotional %ACV in select regions to solidify an advantage over Schmidt's.

Region #1

- South Atlantic – Even with Schmidt's at 34%

Region #2

- Pacific – Trailing Schmidt's 5%

Secret®

VS

schmidt's[™]
— NATURAL DEODORANT —

The word "Secret" is written in a blue, cursive script font. A registered trademark symbol (®) is located at the bottom right of the word. The logo is positioned on the left side of the slide, partially enclosed by a large, light blue, curved graphic element that resembles a stylized 'C' or a protective shield.

Secret®

Thank you!

Any questions?

References

- <https://clients-mintel-com.ezproxy.library.wisc.edu/report/bodycare-and-deodorant-us-2022-1?fromSearch=%3Ffreetext%3Ddeodorant%25202022%26resultPosition%3D3>
- <https://www.fda.gov/safety/recalls-market-withdrawals-safety-alerts/pg-issues-voluntary-recall-specific-old-spice-and-secret-aerosol-spray-antiperspirants-and-old-spice>
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- <https://secret.com/en-us/about/who-we-are>