

宝洁品牌策略优化研究

摘 要

宝洁公司是中国乃至世界上值得其他公司钦佩和借鉴的大公司，其品牌战略对于日化、食品等快速消费品行业具有重要的标杆意义。宝洁在全球率先引入品牌管理体系，实施多品牌战略，在自主产品上创造竞争优势，使宝洁产品在消费品市场上占据绝对领先地位。从而拥有了固定和忠实的消费者，产品具有广泛的认知度；另一方面在于其成功运用的营销战略。本文通过文献研究法、个案研究法和问卷调查法，以宝洁公司为例，从相关理论知识入手，结合宝洁公司的市场环境分析，对宝洁品牌营销进行 SWOT 分析，寻找营销机会，通过分析宝洁品牌战略的现状，找出宝洁品牌战略存在的问题，并提出相应的建议，为宝洁品牌战略的优化和实施提供决策依据，也可以为其他原材料行业企业实施品牌战略提供指导。

关键词：品牌定位；品牌形象；品牌延伸；品牌传播；品牌文化

ABSTRACT

P&G company is a big company worthy of admiration and reference from other companies in China and even in the world. Its brand strategy has an important benchmarking significance for the daily chemical, food and other fast-moving consumer goods industry. P&G takes the lead in introducing brand management system, implementing multi brand strategy, and creating competitive advantages in its own products, so that P&G products occupy an absolute leading position in the consumer goods market. Therefore, it has a fixed and loyal consumer, and its products have a wide range of awareness; on the other hand, its successful marketing strategy.

This paper takes P&G company as an example, starting with the relevant theoretical knowledge and combining with the market environment analysis of P&G company, makes a SWOT analysis of P&G brand marketing, looking for marketing opportunities, finds out the existing problems of P&G brand strategy by analyzing the current situation of P&G brand strategy, and puts forward corresponding suggestions, which can provide decision-making basis for the optimization and implementation of P&G brand strategy, as well as for it. He provides guidance for raw material enterprises to implement brand strategy.

Key words: P&G; Brand Image; Brand Positioning; Marketing

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