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Procter & Gamble's 'Double Down' Strategy during COVID-19 Pandemic

Case Code: BSTR631	Price: Rs.400
Case Length: 18 Pages	Organization : Procter & Gamble
Period: 2020-2021	Industry : -
Pub Date: 2022	Countries : United States
Teaching Note: Available	Themes: Branding Strategy , Consumer Behavior , Advertising & Promotion , Brand Strategy

Abstract Case Intro 1 Case Intro 2 Excerpts

Abstract

The case "Procter & Gamble's 'Double Down' Strategy during COVID-19 Pandemic" discusses the strategy adopted by US-based multinational Consumer goods company to increase its brand visibility during the COVID-19 pandemic. With the outbreak of corona virus in the US, the government imposed lockdown. Expecting an unspecified period of lockdown, people began to stockpile essential items. As a result retailers struggled to maintain adequate stocks of popular items. Business houses began to cut down on media expenditure in anticipation of recession. But amid all uncertainty, P&G decided to double down its investment on marketing initiative to increase its brand visibility. Despite such unfavorable market conditions and economic slowdown, will P&G be successful with its advertising strategy?

Issues

The case is structured to achieve the following teaching objectives:

- Understand issues and challenges in understanding consumer behavior –the rationale behind panic buying.
- Analyze the changing behavior patterns of consumers during crisis.
- Evaluate the company's business strategy to remain competitive during the pandemic phase.
- Evaluate the company's media strategy to double down on media spends during the pandemic.
- Explore the issue and challenges that the company was likely to face with regard to its strategy during times of an economic slowdown.

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Keywords

Business Strategy; FMCG Products, COVID-19 Pandemic; Consumer Buying behavior; Panic buying; Stockpiling; Advertising & Promotion; Brand visibility.

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