

A CONSUMER-DRIVEN APPROACH TO REBRANDING AND MARKET PENETRATION OF GRAZIA UP GOLD FACE SERUM

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IIHMR-U/02/2023-25/0482

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Introduction

- ❑ Skincare market in India is growing rapidly due to increasing awareness and ingredient transparency.
- ❑ Face serums are a high-growth segment offering targeted solutions for pigmentation, dullness, aging, and acne.
- ❑ Grazia Up Gold Face Serum by Galcare Pharmaceuticals has a strong scientific formulation but weak market performance.
- ❑ *Objective: To identify gaps in brand communication and develop a consumer-aligned rebranding and positioning strategy.*



Aim & Objective

- Assess consumer awareness and perception of face serum brands.
- Identify purchase decision factors in the face serum category.
- Evaluate branding and packaging effectiveness.
- Redesign label based on consumer feedback.
- Recommend strategic actions for repositioning and market penetration.



Literature Review - Key Themes

- ❖ **Consumer Behavior:** Influenced more by self-image, peer perception, and emotional drivers than brand name.
- ❖ **Face Serums:** Popular due to high actives and deeper skin penetration.
- ❖ **Packaging & Labeling:** Important for clarity and trust; transparency is key.
- ❖ **Marketing Strategy:** Hybrid Rx-OTC branding, influencer engagement, digital marketing.
- ❖ **Rebranding:** Increases brand equity and ROI through consumer alignment.



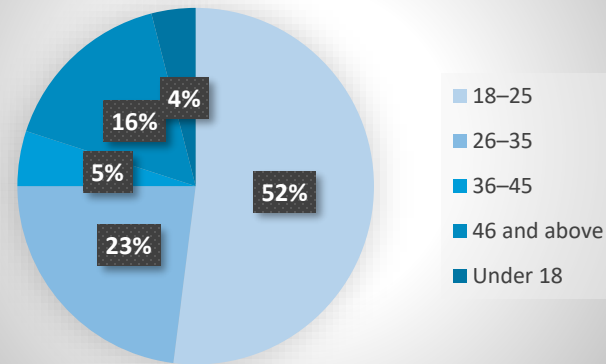
Research Methodology

- **Design:** Descriptive cross-sectional study using online survey.
- **Tool:** Google Form questionnaire with LBL image comparison.
- **Sample:** 100 urban consumers (aged 18–45) using convenience sampling.
- **Analysis:** Descriptive statistics, graphs in Excel; marketing frameworks applied (STP, SWOT, BCG, Ansoff, PLC).
- **Ethics:** Informed consent, anonymity, voluntary participation.

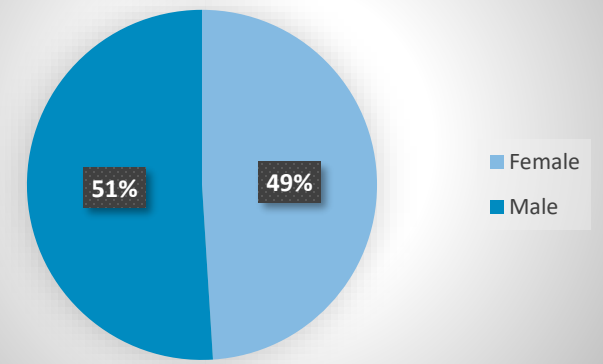
Demographics of Respondents

Core target group is young, urban skincare users—ideal for positioning.

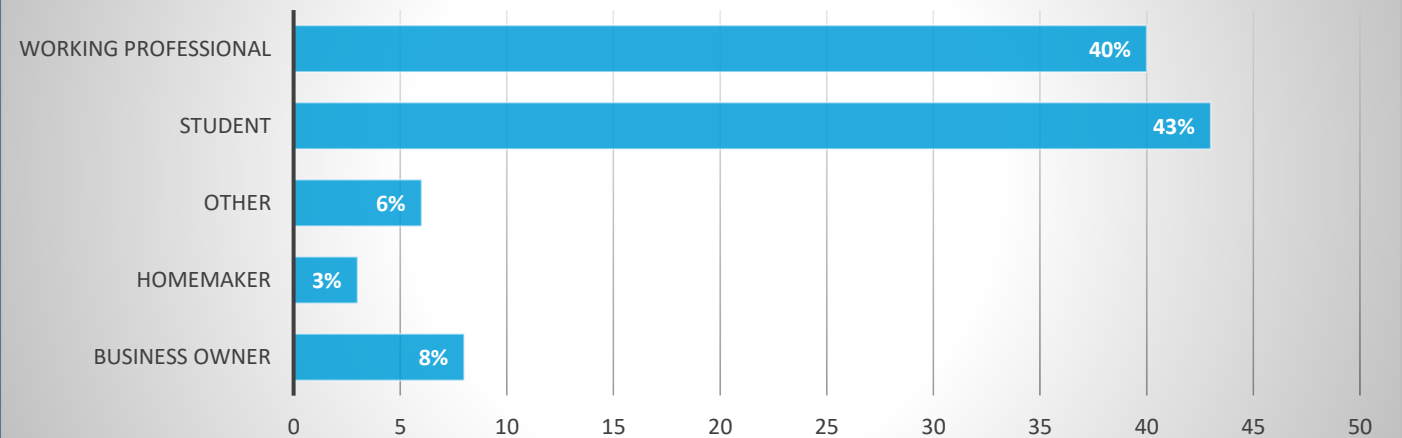
Age Group



Gender



Occupation



Skincare and Serum Usage Behaviour

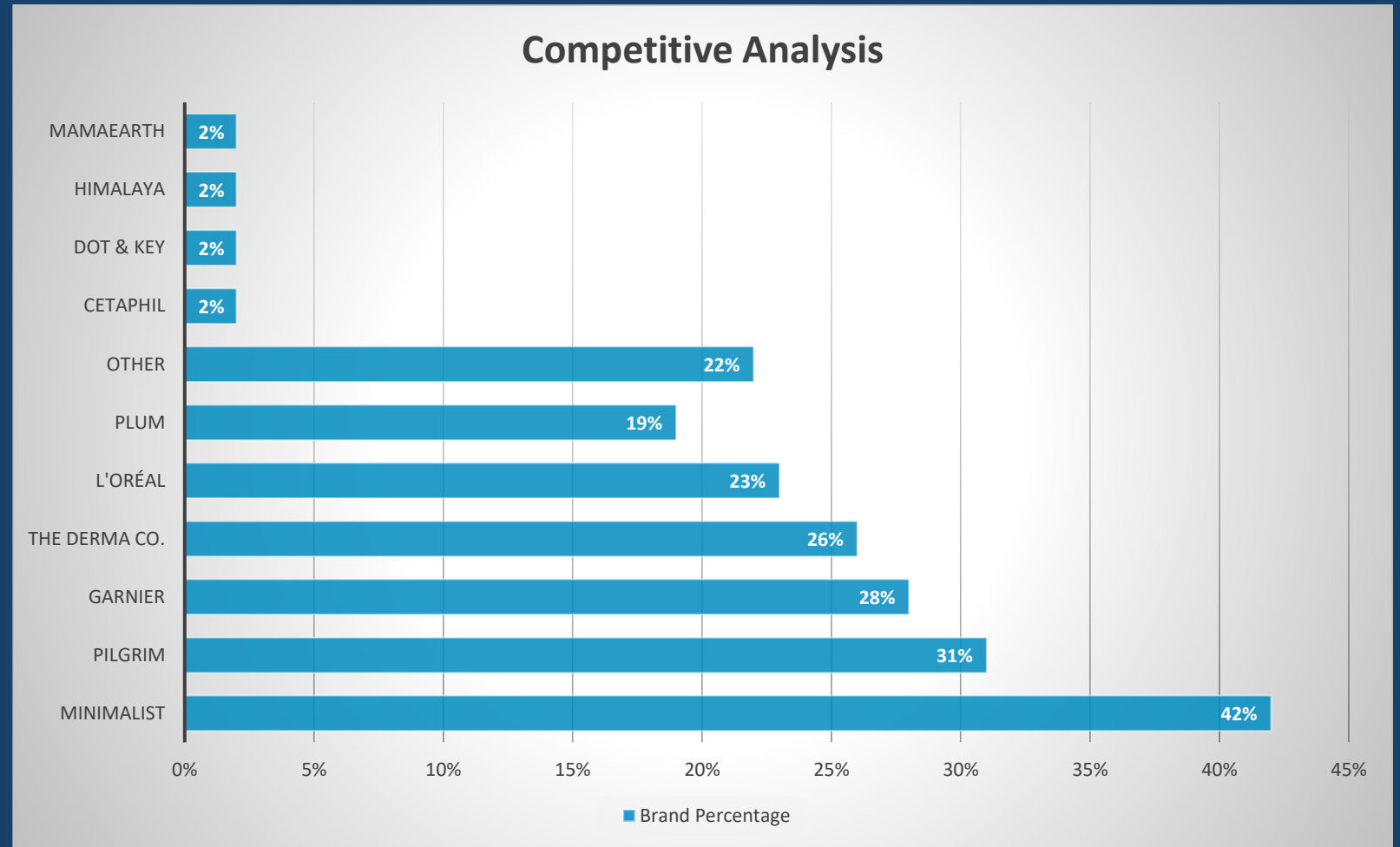
76% use skincare daily

59% currently use a face serum

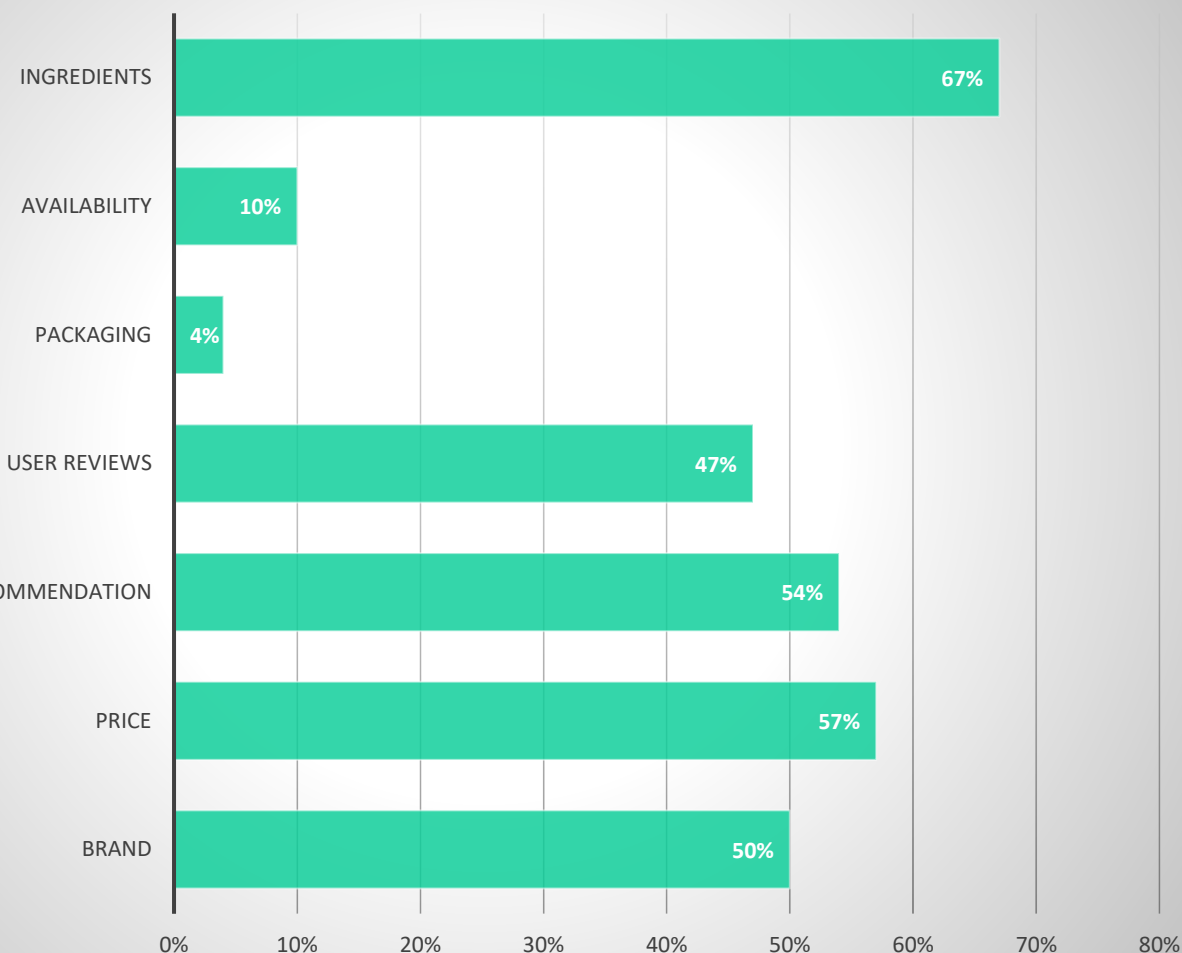
Confirms market readiness for skincare solutions like Grazia Up.

Brand Awareness & Positioning

- Grazia Up awareness: Only 16%.
- Major gap in branding, digital visibility, and consumer recall.



What factors do you consider most important when buying a face serum?



Purchase Decision Drivers

**CONSUMERS PREFER
TRANSPARENT AND
CLINICALLY BACKED
MESSAGING.**



Willingness to Try Grazia Up

80% willing to try if skincare needs and price match

Strong potential for trial and adoption if communication is improved.

Label Design Feedback



Redesigned label preferred due to:

Clarity on skin problems (melasma, pigmentation)

Simplified messaging

Ingredient visibility



Suggestions:

Include ingredient percentages

Add results timeline and clinical backing



Advanced Depigmentation & Skin
Brightening Solution

Grazia Up Gold Face Serum



For optimal results, use bid on cleansed skin, followed by sunscreen during daytime.

► Indications:

- Melasama
- Post-Inflammatory Hyperpigmentation
- Sun Induced Dark Spots
- Uneven Skin Tone

► Formulation

- Kjoic acid Dipalmitate-Superior stability & penetration.
- Nicotinamide-Reduces inflammation, decrease pigment.
- Vitamin E-Protects against oxidative damage.
- Tranexamic acid-reduction in melasma [Topical].

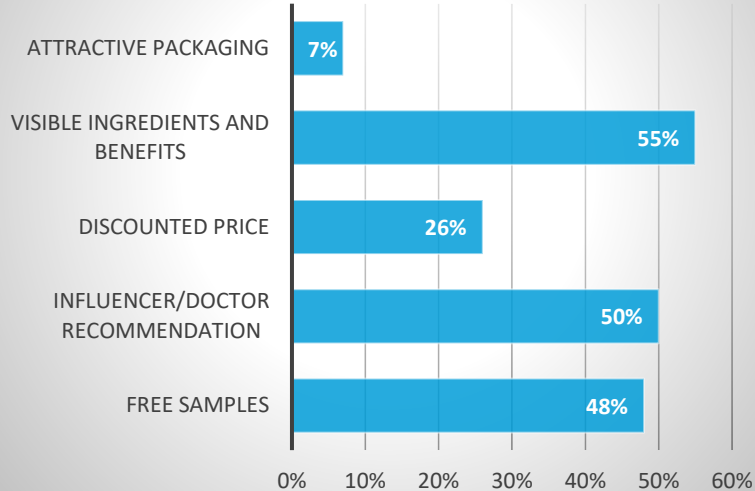
► Key Benefits

- Multi-Targeted Approach for comprehensive treatment.
- Enhanced Stability while ensuring prolong efficacy.
- Non-irritating for all skin types, better compliance.



Motivators to Try New Brand

What would motivate you to try a new face serum brand?



Visible ingredients and benefits (55%)

Discounted price (50%)

Free samples (48%)

Influencer/doctor recommendations (26%)

Strategic Frameworks Applied

STP: Segmented by age (18–45), targeted skincare-conscious users, positioned as clinically backed serum.

SWOT Analysis:

Strengths: Scientific formulation, dermo actives

Weaknesses: Low brand awareness

Opportunities: Ingredient-conscious consumers

Threats: Saturated market

BCG Matrix: Grazia Up is a “Question Mark”—requires investment to grow.

Ansoff Matrix: Market Penetration through digital awareness and sampling.

Product Life Cycle: Currently in Introduction stage; branding investment needed.

Recommendations



DIGITAL MARKETING: SEO,
INSTAGRAM ADS,
INGREDIENT STORYTELLING



SAMPLING & TRIALS: MINI
10ML PACKS, CLINIC-BASED
FREE SAMPLES



**DOCTOR & INFLUENCER
ENDORSEMENTS:**
COLLABORATE WITH
DERMATOLOGISTS AND
MICRO-INFLUENCERS



LABEL & PACKAGING:
ADOPT REDESIGNED LBL
WITH CLARITY AND
CLINICAL ASSURANCE



E-COMMERCE PRESENCE:
NYKAA, AMAZON,
CLICKONCARE LISTING WITH
OPTIMIZED DESCRIPTIONS



TAGLINE SUGGESTION:
"CLINICALLY BACKED CARE
FOR VISIBLY BRIGHTER SKIN"

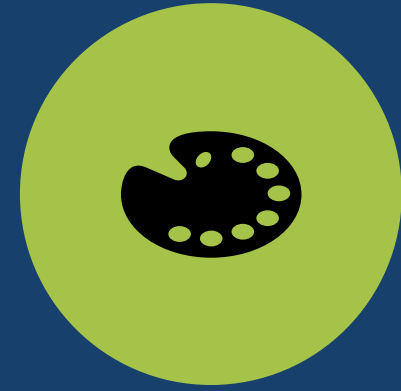
Conclusion



GRAZIA UP HAS STRONG SCIENTIFIC CREDENTIALS BUT LACKS AWARENESS.



A CONSUMER-DRIVEN REPOSITIONING STRATEGY INVOLVING LABEL REDESIGN, DIGITAL CAMPAIGNS, AND SAMPLING CAN BRIDGE THIS GAP.



WITH STRUCTURED INVESTMENTS, GRAZIA UP HAS POTENTIAL TO EMERGE AS A LEADING PIGMENTATION-TARGETING SERUM IN INDIA.