



Application Assignment 3

3020 Consumer Behavior

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AA3

Internal Influences:

- a. How does the business use advertising to influence consumer motivation?

CeraVe runs advertising campaigns across various means, including television, print media, digital platforms, and social media. These campaigns typically highlight CeraVe's key products, benefits, and how they address common skincare concerns. They use these advertisements to influence consumer motivation by maintaining a **competent brand personality**. CeraVe often provides educational content in their advertising, informing consumers about skincare concerns, ingredients, and how their products address these issues. By educating consumers, they aim to motivate them to make informed purchasing decisions based on their skincare needs. In addition, the CeraVe brand also advertises their products in dermatologist offices, increasing the brand's credibility and appealing to consumers' **implicit memory** because of the **mere exposure effect**.

- b. How does the business use product assortment to meet the lifestyle needs of their target market?

CeraVe strategically uses product assortment to meet the lifestyle needs of their target market by offering a diverse range of skincare products that cater to various skin types, concerns, and lifestyles. CeraVe offers a wide variety of products, including cleansers, moisturizers, serums, sunscreens, and specialty treatments. This extensive product lineup ensures that consumers can find products suitable for their specific **utilitarian motivations** and skincare needs, whether they have dry skin, acne-prone skin, sensitive skin, or other concerns.

- b. How does the business use pricing to change attitudes?

Offering promotions, discounts, or samples in their advertising can **persuade** consumers by providing an incentive to try CeraVe products. Limited time offers or exclusive deals can create a sense of urgency and encourage consumers to make a purchase. CeraVe products are priced affordably compared to some luxury skincare brands, ensuring that consumers can incorporate quality skincare into their lifestyles without breaking the bank.

Marketing Mix / Four Ps of Marketing:

- a. **Product:** Based on your research, what is the primary want or need that your product/brand addresses?

The primary need that the CeraVe brand addresses is the need for a gentle formula. CeraVe's key **attribute** is their three-ceramide formula that is developed with dermatologists. Although they offer many products that serve different purposes, the overall need for CeraVe products is accessible, science-backed skincare solutions. More specifically, the facial moisturizer addresses

the need for hydration. Once a consumer realizes they need hydration and moisture for their skin, they may look into CeraVe to satisfy their needs.

b. **Place/Platform:** Where can your product be purchased? Briefly describe what you believe this placement says about the marketing strategy.

CeraVe products are widely available at drugstores, supermarkets, and online retailers, making them accessible to a broad range of consumers. A few of the most common places to buy CeraVe products include Walmart, CVS, and Amazon. This placement of products suggests that CeraVe's marketing strategy is to make their products as accessible as possible, ensuring that consumers can easily find and purchase skincare regardless of their location, budget, or shopping preferences.

c. **Pricing:** What is the price point / price range of your product/brand? Briefly describe your observations regarding the closest competitive product and its relative pricing. What does this say about your brand's pricing strategy?

The CeraVe facial moisturizer is offered in two sizes, a 2fl oz bottle and a 3fl oz bottle. The 2oz bottle runs for about \$13-\$15 while the 3oz bottle runs for about \$15-\$20. CeraVe prides itself on affordability, ensuring consumers have access to quality skincare without overpaying. The closest competitive product to CeraVe facial moisturizer would be Cetaphil facial moisturizer. Both brands have similar packaging/bottles for their product, and they are the same size. For a 3oz bottle of Cetaphil, it is about \$21. This is a very comparable price to CeraVe and suggests that CeraVe's pricing strategy is to ensure affordability and maintain **consistency** with the price of its competitors.

d. **Promotion:** How is your product/brand being promoted?

CeraVe collaborates with influencers, bloggers, dermatologists, and skincare experts to promote its products to their audiences. These partnerships help to extend the brand's reach and also leverage the credibility and trust of consumers within the skincare community. Most recently, CeraVe collaborated with famous actor Michael Cera for an advertisement. This promotion was very beneficial to their **brand recognition** because now consumers will think of CeraVe when they see or hear about Michael Cera.

Works Cited

Babin, B. J., & Harris, E. G. (2022). CB9. Cengage Learning