



**BURT'S BEES**

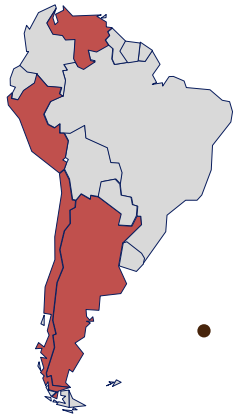
# Burt's Bees Global Marketing

UNC Global Marketing

# Holistic Global Expansion Strategy

- Where to start?
  1. Market sizing for category
  2. Internal core capabilities
- The Clorox Way
  - Domestic: #1 or #2 brand in medium-sized categories
  - International: Investment in medium-sized countries





# South America – Argentina, Chile, Peru, Colombia

- Entry driven by existence of retailer, Falabella
- Store within a store & expansion into Health & Beauty





# Japan

- Large skin care market, but challenging!
- Dominance of local brands
- Demand for high quality products
- Consumers have a set routine, which is tough to break into







# Hong Kong

- Gateway to the Chinese consumer
- High traffic, touristy locations
- Opportunity is larger than just HK



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# Mexico

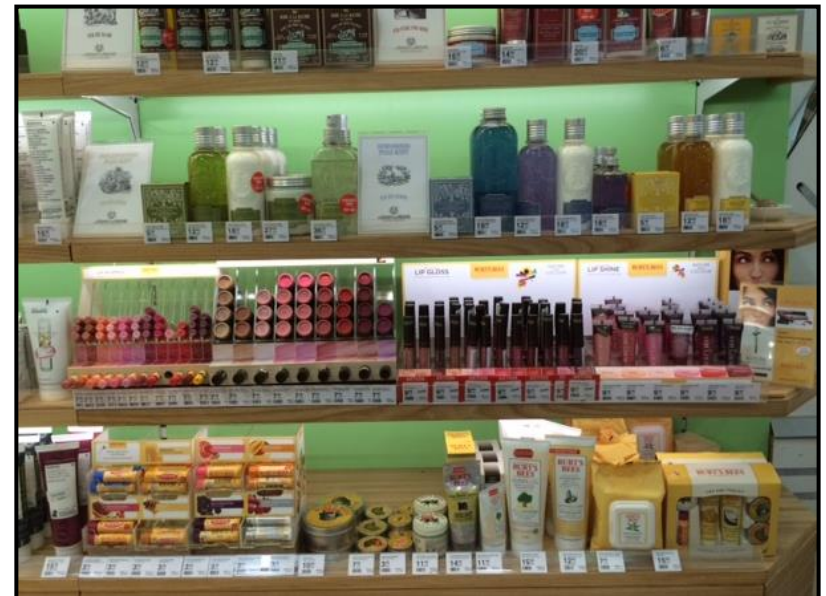
- Close proximity to US yields pricing challenges
- Originally launched into department stores, but now in Walmart – no “accessible premium:







# Germany



- Large skin care market, particularly natural
- Proliferation of local brands
- Invested ahead of revenue
- Cultural norms (efficiency, simplicity, high quality) come into skin care (simple routines, inexpensive, high expectations)
- Personality of brand is differentiation lever





# United Kingdom

# M&S

EST. 1884

- Large skin care market
- Similar consumer as US
- Channel blending (same brands in department stores, H&B, mass)



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# Seoul, South Korea

- Large skin care market
- The sweet spot for Burt's
- Local brands and wild trends → #1 country where skin care brands come out of
- Affinity for Western/American brands
- Easier to break into, but harder to stay fresh





# Australia



- Large skin care market
- Similar consumer to UK, Canada, US
- Smaller population, but low hanging fruit







# Canada

## LONDON DRUGS®

- Large skin care market
- Similar consumer and retailer landscape
- Packaging requires French, yields production complexity

