

MARKETING MIX

PRODUCT

The goatee beard set contains different items to maintain a goatee beard. This set is really popular in GoMo, as the men in GoMo are really fond of their goatees. For each type of goatee, there is a special kit to shave up the sides. The kit is a tin container that contains shaving cream, after shave, multiple razors and a special comb. The shaving cream and after shave are made from the rhododendron, a rare flower only found in GoMo. The flower smells nice and smoothes the skin. The razors are of high quality because they are used a lot by the men.

PLACE

Goatee beard sets are exclusively sold at barber shops. Because facial hair is so important to GoMo men, you must first have your beard trimmed by a professional barber. Only then can you buy the kit to maintain your goatee. This is arranged so as to prevent men from cutting their goatee themselves.

PRICE

The kit costs 10 Filip coins, which is not excessive. The idea is to make the kit accessible to every man in GoMo. Everyone is still recovering from the escape and wars, so it would be unfair to make goatees and this kit luxury products. After all, the men are honouring Filip with this.

PROMOTION

There are several commercials for this kit. The very first ones put the focus on Filip and the importance of honouring him. Later commercials focused more on the smell of the rhododendron: “With this fragrance, you can win over the few women in GoMo”. Either way, the communication always revolves around how important it is for every man to have a clean, always maintained goatee.