

IMC Plan for Intuitive Panties

Fashion innovation starts here

Introduction

This plan is presented for Intel which specializes in microprocessors for the integrated technology industry. I've created a new product for the fashion industry, Intuitive Panties, and my marketing plan will show that we have a unique opportunity to expand into a new market.



Intel

- Top brand in the integrated digital technology market.
- Honored by Forbes as one of the 2019 World's Most Reputable Companies for its efforts in innovation, governance, citizenship and more.
- According to RepTrak, Intel's reputation ranked even higher than Apple and Amazon.



Menstruation Underwear Market Factors



- **Global Menstrual Underwear Market** is estimated to **grow** from **USD 115.2 million in 2020** to **USD 495.0 million by 2026**
- This product **meets the basic universal need of all women** who are of **reproductive age**; **regardless of race, religion, nationality or socioeconomic situation.**

Intuitive Panties and features

- Next generation of menstruation underwear for women of all ages and phases of their reproductive journey.
- Can detect hormones in cervical fluid and temperature and in doing so can predict when ovulation and menstruation will begin.
- Detect hormonal levels and possible infections.
- Turn-off capability to disable any functions that may not be pertinent to a user.



Intuitive Panties and features

- Alert the wearer to days when they are fertile and when menstruation will begin, via tracking software and will use the information to project accurate days in future cycles.
- Sync with the wearer's phone and send reminder alerts and a day of alerts.
- Send an alert to the wearer's phone or via text when the underwear is almost full to the 5 tampon limit to avoid overflow accidents.
- Alarm on projected menstruation and ovulation days.

Consumer Target Profile

- **Girls and Women in their reproductive years.**
- **Their needs:** Menstruation underwear that keeps girls/women safe from embarrassing overflow/ surprise period accidents, unwanted pregnancies (via the ovulation prediction function), and preventing potential fertility issues related to hormone imbalances.
- **Their enemy**: Lack of a current product that is as effective or technologically advanced as Intuitive Panties.
- **How they're buying:** Intuitive panties are being bought from the referral of moms to daughters, sister to sister, friends to friends and empowered female influencers to all women.

Possible Risks of Entering New Sector

- Different communications channels: Know where the target demographic is.
- Cultural Differences: Ability to appeal to new cultures.
- Regulatory considerations: Payment flow must make sense for behaviors of new audience; currencies and language.

Positioning Strategy

- Product characteristics or consumer benefits: focus on quality while leveraging Intel's reputation for innovation and the potential of data .
- Product process: Endorsements by well-known strong, relatable and inspiring females
- Product class: Similar to other menstrual underwear, however, it has added functions that go beyond period safety.



Mediums

- Advertising:
    - Desktop and Mobile Internet: Targeted ads.
    - Television
- Public Relations: Branded content such as press releases, publicity, news conferences to introduce the brand to the public using the hashtag #TrustYourIntuition.
- Events and Experiences: Press trips.

Creative Methods

- Unique selling proposition

Ex. Intuitive Panties go a step beyond the current menstruation panties and provide fertility/menstruation date predictions and infection indicators based on data.

- Brand image

1. Press releases, publicity, news conferences to introduce the brand to the public using the hashtag #TrustYourIntuition.

Creative Methods

2. Influencer Marketing activations such as product placement (Advertainment), digital storytelling and sponsored campaigns

3. Word of mouth testimonials

4. Hosted giveaways and contests

5. Consumer-generated content via use of the hashtag on social.

- Positioning: Ex. Intuitive Panties is more than underwear, it is a mother caring about her daughter, sisters and friends being there for each other.

Creative Methods

- Marketing Communication Campaigns

1. Targeted ads on social media via Instagram, Facebook, YouTube, blogs and on streaming video services and live television.
2. TikTok paid campaigns
3. Hosted live streaming campaigns on Instagram, Facebook, YouTube, Clubhouse and Twitter



Creative Methods

4. Fun snapchat filters could be created and used by users.

- Emotional

Ex. Moms to daughters, Intuitive Panties is a product that helps women empower and support other women and make existing in a woman's body in a man's world much more convenient.

Conclusion



- Due to the nature of the product and the target audience, I think there needs to be some reverence while being playful and empowering in the brand messaging.
- The same authentic, empowering message can be presented unilaterally in a culturally sensitive and respectful way to all females without being offensive to women and girls of other cultures.

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