

Audience Persona about Procter & Gamble

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PRL 214: Writing for Public Relations: Media & Messaging

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September 23, 2021

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Developing an audience persona is one of the most important tasks for a public relations practitioner to get audience insights for an organization or company. Procter & Gamble is a company that constructs an inclusive internal and external corporate environment to reinforce corporate social responsibility.

Interestingly, there are limited demographics resources on P&G's website and report. Instead of utilizing board demographic data, they started to serve external audience segments more particularly and specifically in 2019. P&G "is shifting from generic demographic-based audiences to "smart audiences" with profiles that enable reach with greater precision through programmatic buying" (P&G Annual Report, 2021). Since P&G mainly specializes in FMCG and necessities that people will use in their daily lives, P&G has a loyal and stable customer base. Thus, the development of e-commerce propels this transformation to boldly ditch the traditional marketing approach. The CEO of P&G stated that having a self-fulfilled database including more than a billion consumer IDs worldwide helps P&G to be capable of targeting smart audiences (Brunsman, 2019).

The 2021 annual report shows the P&G 2021 net sales by geographic region. North America, Europe, and Greater China are relatively 47%, 22%, and 10% of the global sales. Fabric & home care is 34% of 2021 net sales among all product categories. Baby feminine & family care takes up 25% of the overall product sale. In this case, the general group would be primarily women who have babies and are conditioned into doing housework at home, mostly concentrated in urban areas and suburban areas that are easily accessible to supermarkets and retail stores. Their goal is to balance the time that spending on work and family. Meanwhile, they also confront the challenge of maintaining good life quality while they are working

For example, P&G launched an advertising campaign called “Thank you, mom” for the 2016 Rio Olympics. Once the video was released on TV and social media, it raised heated discussion on social media such as YouTube with high engagement. Their ways of reaching media content maybe TV, YouTube, Facebook, and Instagram, etc. The “Thank you, mom” video contains a strong emotional approach to resonate with mothers who dedicated themselves to educate their kids.

In conclusion, Procter & Gamble is moving away from traditional demographics parameters and targeting their own distinctive “smart audience” to open their proprietary marketing outlet strategically.

Reference

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