
ANALYTICAL REPORT

To: Chief Marketing Officer and Chief Human Resources Officer at Natracare
From: Sanika Kulkarni
Date: March 28, 2024
Subject: Natracare Marketing Campaign to Address Period Poverty in the United States

EXECUTIVE SUMMARY

This report recommends enhancing Natracare's marketing strategy for the #PeriodPositive campaign, aiming to boost sales and awareness and address period poverty. Initial objectives include raising awareness about organic sanitary pads, growing sales by 80,000 boxes, and improving social media engagement by 25%. Targeting working women and high school and college students in select San Francisco Bay area cities, it emphasizes health, environmental sustainability, and organic products.

Analysis and Recommendations

Natracare must consider traditional outreach strategies for period-poverty populations and expand beyond urban communities. Addressing affordability and demonstrating product effectiveness beyond revenue metrics is crucial. Leveraging global networks, including NGOs, and creating partnerships with local governments or health organizations can aid in product delivery to underserved communities. Natracare's message should prioritize benefits to women and the environment, highlighting #PeriodPositive's role in addressing period poverty and enhancing market share.

Natracare should consider leveraging proven global networks, including NGOs, and partnering with local governments or health organizations to deliver its products, message, and value to poor communities. It may even consider creating its own NGO.

More access to menstrual supplies promotes dignity, health, and gender equality. It is essential to tackle period poverty on all fronts. Natracare products are loaded with promise provided they can execute based on their core mission that benefits women and the environment, addresses period poverty, and the extensibility of Natracare products is the greater good for our

Conclusion

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INTRODUCTION

PURPOSE OF THE REPORT: This report aims to evaluate the effectiveness of the marketing strategies of the feminine hygiene company Natracare. Through an analysis of consumer behavior, market trends, and campaign metrics, the report will assess the company's performance and propose a comprehensive marketing campaign to increase sales and awareness.

BACKGROUND: This report aims to evaluate the effectiveness of the marketing strategies of the feminine hygiene company Natracare. Through an analysis of consumer behavior, market trends, and campaign metrics, the report will assess the company's performance and propose a comprehensive marketing campaign to increase sales and awareness.

SOURCES AND METHODS: The report uses citations and sources from the SJSU King Library OneSearch databases and reliable primary source articles from Google Search. Specifically, it uses two primary sources and three secondary sources.

SCOPE: The deliverables will be presented as an analytical report explaining all of the objectives, tasks, activities, and key metrics to meet the goals of this marketing campaign. They will also include an assessment of their proposed marketing strategy and recommendations to improve effectiveness and outreach so that they can deliver on the promise and value.

PERIOD POVERTY AND ITS CAUSES

Period poverty is a situation where women who menstruate cannot afford or access things they need during their periods, such as menstrual products, proper bathrooms, and information on menstrual health. This is especially common among poor populations and largely affects women and girls in disadvantaged communities.

In first-world countries like the US, period poverty is driven by the cost of the products (including sales tax) and cost of healthcare not affordable by the poor, in spite of having support systems in place, like government programs, charities, and community efforts that provide help. The families are severely constrained financially and must make hard choices of spending their money on essentials such as food, rent or transportation over menstrual products.

An author who wrote about period poverty in the United States claims that “most states impose a tax on menstrual hygiene supplies – commonly classified as nonessential goods and subject to sales tax – many are forced to choose between buying groceries and prescription medication – or period supplies.” (NBCUniversal News Group, 2024)

In third-world countries besides the poverty issues, there are other considerable challenges, such as awareness, access to products and lack of healthcare. For example, in India, period poverty is caused by poverty, poor sanitation, limited clean water, and cultural stigma around menstruation.

In a scientific article titled "What socio-demographic factors support disposable vs. sustainable menstrual choices?" authors (Babbar and Garikipati, 2023) explain how feminine hygiene companies in third-world countries are not able to "bridge the gap between the 18% of individuals who use sanitary pads to manage their menstrual needs and 82% do not use a hygienic method to manage their menstrual needs."

EFFECTS OF PERIOD POVERTY

Socially, a menstrual cycle devalues gender equality because of "the added shame and stigma associated with menstruation" (Cardoso et al., 2021) by restraining women and girls' ability to participate in education, work, and social activities fully. This proves that without access to menstrual products, females are subject to experience embarrassment and isolation, reinforcing the stigma surrounding menstruation.

Additionally, poor menstrual hygiene practices pose a threat to health, causing infections, reproductive problems, and potentially fatal complications during childbirth. Mental health is also impacted due to the stress, anxiety, and emotional strain. According to a BMC women's health research article, "women who reported experiencing period poverty every month, 68.1% reported symptoms consistent with moderate or severe depression, compared to 61.2% of women who had experienced any period poverty, and 43.4% of those who had not experienced period poverty." (Cardoso et al., 2021) This shows a strong link between period poverty and depression in college-aged women. It emphasizes how mental health, especially depression, can suffer when menstrual products can't be afforded. This highlights the need to address period poverty to promote general well-being.

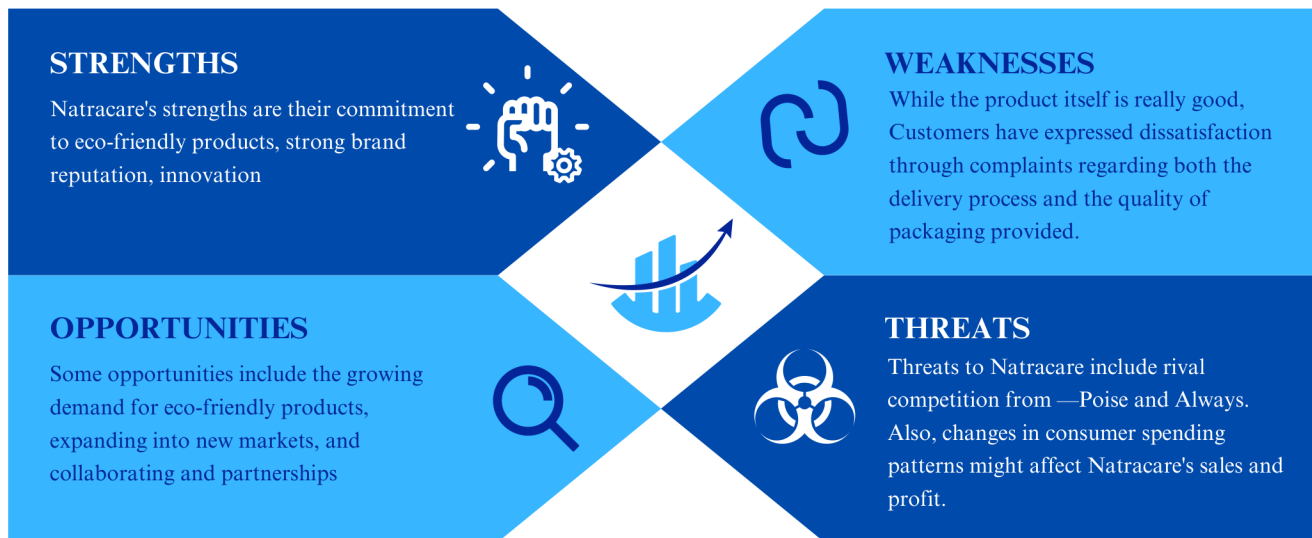
MAINSTREAM HYGIENE PRODUCTS VS NATRACARE

Most commercial female hygiene products contain synthetic materials that can cause skin irritation or allergic reactions due to the use of chlorine, plastic, rayon, dyes. Women using commercial products experience cramping, bleeding and pain as a result of the chemicals and materials.

Natracare, a biodegradable, organic, and plant-based brand that designs pads, prides itself for using 100% organic cotton, no chlorine, plastic, rayon, dyes, or fiber loss. Natracare's development process minimizes environmental impact and waste. As a result, women experience a lower rate of cramps, bleeding, and pain due to less chemicals being exposed to their body.

Natracare's commitment to ethical practices extends beyond its products. They prioritize the well-being of workers, ensuring fair pay and protecting their livelihoods and living environments. Their environmental policies, including chlorine-free and organic cotton sourcing, aim to preserve soil, water, and air health. These initiatives reduce their environmental waste and support biodiversity while also creating products that are safer for women's bodies. (Natracare, 2022)

Below is the SWOT analysis performed for Natracare (compared to its competition).



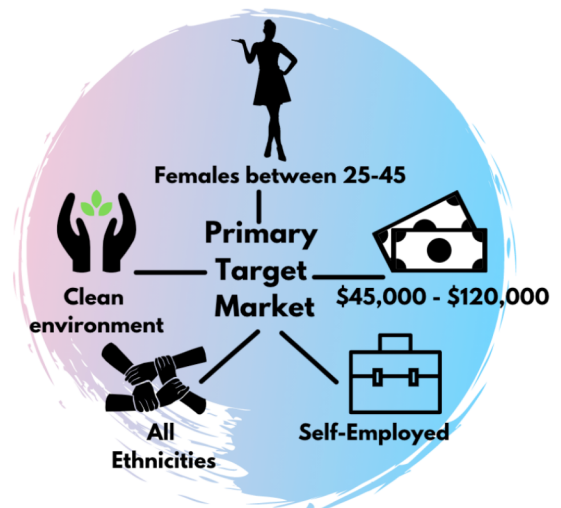
Natracare products are safer for women and the environment and are becoming a popular choice among women. However, Natracare is experiencing growing pains and needs to improve its product packaging and delivery process. It must also look to expand its consumer base and create targeted campaigns. Natracare faces stiff competition from long-standing popular brands such as Always and Poise.

Natracare is introducing a marketing campaign #PeriodPositive to create an outreach in the populations experiencing period poverty, and to offer its products. The campaign aims to raise awareness, availability and the importance of using organic sanitary pads, by offering more comfortable and sustainable feminine hygiene products to lower environmental waste, and to improve the health of women in disproportionately affected underprivileged communities. The purpose of this initiative is to encourage people to make healthier choices for their own health and the environment by making them more aware and giving them more power. (Fox, 2023).

The first pilot of this campaign will be done in select cities of the San Francisco Bay area as described in the details below.

Primary Target Market:

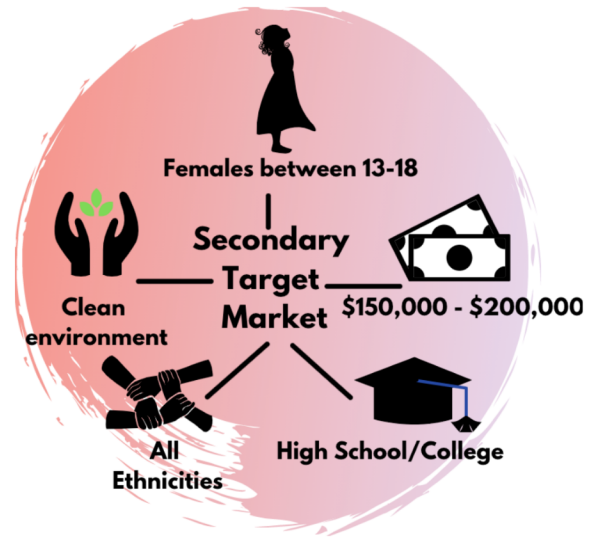
- Working women in the US, between the ages of 25-45, earning between \$45,000-\$120,000.
- These consumers can be attracted to take care of their own health and planet with organic products like Natracare.
- Sample population: There are 160,000 women living in Livermore, Pleasanton, San Jose, Sunnyvale, and Fremont.



NATRACARE MARKETING CAMPAIGN

Secondary Target Market:

- High school to college teenage girls in the US staying in a household with an income of \$150,000-\$250,000.
- Like the primary target market, these female students who purchase Natracare attempt to make an effort in building a sustainable environment.
- Sample population: There are 180,000 high school or college girls living in Livermore, Pleasanton, San Jose, Sunnyvale, and Fremont.



Campaign Activities and Schedule

Natracare's campaign will last 45 days, from March 08, 2025, to April 22, 2025. This campaign will take place in a few selected cities in California—Fremont, Sunnyvale, San Jose, Pleasanton, and Livermore. The campaign starts on International Women's Day, a women's empowerment-based campaign effort. There will be extraordinary Women's Day offers, events, and posts. Natracare will do the same with Earth Day on April 22, as the campaign also promotes organic products and the concept of environment preservation, which Earth Day stands for. Our campaign uses explicitly the following activities as stepping stones to meet our objectives: Social Media Posts, Days for Girls Collaboration Lectures, Product Samples in corporate companies, and Fundraising Events.

Natracare already has a social media presence on four platforms (Instagram, Twitter, Facebook, and LinkedIn). Since one goal focuses on increasing consumers' response by showing how the lack of menstrual products disproportionately affects underprivileged communities, Natracare should open a Snapchat account to interact more with the secondary target market while keeping the presence and following of our primary target market. In the 21st Century, companies need to show personality through their posts to their customers and ensure their social media presence is balanced. Relationship building is a priority, so the marketing team must develop a set of different interactive posts per day that will help increase customers' interest. Every day of the campaign, Natracare will post about product benefits, personal health one-liners, body education posts, upcoming offers, deals, purchases, and events to ensure customer retention. Each post is specific to a day of the week, and specifically, on Thursdays, when the post is a one-liner, all the platforms are used except LinkedIn, since it's a professional platform. This will improve Natracare's brand image and educate consumers about hygiene products and healthcare.

Budget

Marketing Costs: Natracare’s campaign will use social media, print media and direct media to reach the estimated revenue goal. For social media, LinkedIn and Snapchat both don’t charge for ads, but Facebook, Twitter, and Instagram each charge \$40 per day. So, if this totals to \$120 per day, then the social media marketing costs come to \$5,400. Print media costs \$0.32 per flyer, and 6,000 flyers need to be printed to put on school walls, amounting to \$1,920. Direct media also plays a vital role in Natracare’s marketing campaign expenditure, for office and school giveaways. Each hygiene kit contains 5 pads, coming to \$1.40 per kit and \$7000 for direct media itself. Adding up social media, print media, and direct media, the estimated total for the marketing campaign expenditure becomes \$14,320.

Manufacturing Costs: Each Natracare box costs \$3.88, so each pad costs around \$0.28, since there are 14 pads per box. The campaign plans to sell a total of 80,000 boxes, that is 1,120,000 pads. The manufacturing cost of each pad is \$0.10, so in order to figure out the manufacturing total, the manufacturing cost should be multiplied by the amount of estimated pads. Therefore, the math would be like this: $\$0.10 \times 1,120,000 \text{ pads} = \$112,000$.

Gross Profit Potential: The estimated revenue for this campaign amounts to \$310,400. To find The gross profit, the equation would look like this: $\text{Revenue} - \text{All Costs} = \text{Gross Profit}$; $\$310,400 - \$128,320 = \$182,080$.

Key Metrics

Natracare plans to measure the effectiveness of the campaign based on 4 aspects: Revenue, Expenses, response from social media marketing and traditional print marketing. Each key metric is measured in either of the following ways: outcome met, outcome exceeded, or outcome failed.

Metric	Target	Outcome Met	Outcome Exceeded	Outcome Failed
Campaign Revenue - All	\$310,400	✓	↑	↓
Campaign Expenses	\$14,320	✓	↓	↑
Social Media Marketing	25% increase in response	✓	↑	↓
Print Marketing	15% increase in customers	✓	↑	↓

ASSESSMENT AND RECOMMENDATIONS

Natracare's campaign currently is limited to select cities that are relatively more affluent as compared to the "period poverty" populations in the world. The campaign relies on social media, direct media and print media to outreach the community and consumers. These highly urban populations with dense retail networks, excellent accessibility to social media, TV, billboards, newspapers, and banners can generate the necessary excitement about Natracare products without a significant effort. The potential of meeting or exceeding the campaign outcome is high.

Natracare, however does not address the affordability issue during this campaign, it assumes that the promise of a "safe" and "eco friendly" product will attract consumers even though the price of its product is high compared to its main competition (Natracare, 2022). Contrary to their promise of making a difference, there are no metrics to measure the reduction of health issues or eco friendliness.

In addition to the pricing, the methods of outreach do not factor in all the future period poverty populations, where access to social or TV/Radio media may not exist. Door to door campaigns involving NGOs, and partnering with the local governments or health organizations may be necessary.

Natracare should conduct door-to-door campaigns and partner with local schools and officials for credibility and expanded outreach. To make products more affordable, they can seek government subsidies.

Their message should prioritize women and the environment, raise awareness of period poverty, and explore donation initiatives for needy women worldwide. Additionally, Natracare should consider launching its own NGO to leverage the global network for social outreach.

CONCLUSION

In conclusion, Natracare has the right product, intention, and message. Access to menstrual supplies promotes dignity, health, and equality between genders. It is essential to tackle period poverty on all fronts. The idea of period poverty and the #PeriodPositive campaign align with Natracare's values. Natracare must realize that profit first lens will not achieve the outcome and benefit they intend to deliver. Creating human touch methods to enhance outreach, leveraging global networks, and using a community-first approach will generate far more revenue for them while improving the health and sanitary conditions for women across the world. If their campaigns are well managed, with strong partnerships and collaboration from NGOs, local government, and health officials, Natracare can significantly impact women and their bottom line. Their products are loaded with promise provided they can execute based on their core mission that benefits women and the environment, addresses period poverty, and the extensibility of Natracare products, which is the greater good for our world.

Word Count: 1981 Words

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