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SMAD 498: Seminar in Media Arts and Design, International Advertising, Section 0002

22 April, 2019

Culture and Strategic Campaign

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Introduction

This campaign will promote Japanese brand *SOFY* by *Unicharm* in Slovenia. It will be launched on October 1, 2019 with the purpose to increase sales, raise awareness for feminine hygiene, and educate young women on feminine products. The brand is an industry leader in Asian countries (*SOFY* History, 2019), and has recognized a need for feminine hygiene products in other regions of the world, including the Middle East and North Africa (Technavio, 2018). To continue its globalization efforts, introducing the brand to Europe would bring new technology to established industries.

SOFY would be influential in the Slovenian market because of its revolutionary designs which enhance the comfort and effectiveness of the feminine products. Within the brand, there are pad, tampon, pantyliner, and hygiene wipe lines. This brand's products could dominate the feminine hygiene industry because it will introduce products that are new to Slovenian women. According to a Gender Studies Research Journal, there is a stigma around menstruation in Slovenia, making it extremely difficult to discuss and develop new products in this industry. The dominant religion, Christianity, has deemed menstruation a result of sin, making the entire topic impure (Sitar, 2015). However, modern times have called for products that can be discrete for women. Therefore, *SOFY*'s products, such as compact tampons and wet wipes, offer products for Slovenes to feel comfortable during their monthly menstruation.

Situational Analysis

Background (Japan v. Slovenia, Eastern Europe)

A. Japan

Japan is comprised of four main islands, and more than 6,000 smaller ones, in northeast Asia. Japan has a population of 127 million. The country's capital is Tokyo, one of the most populous cities in the world. Japan has the fifth largest economy. The country is a constitutional monarchy, lead by Emperor Akihito. Japanese is the official language of Japan. The country is a world leader in the manufacturing of electrical appliances, including electronics, machine tools, and automobiles. Japan thrives off of international trade, with exports being approximately 16% of GDP. The two main religions in Japan are Shinto and Buddhism. Early Japanese culture was greatly influenced by China. Sports are a large part of Japanese culture, including sumo, karate, baseball and soccer (Jansen, 2019).

B. Slovenia

Slovenia is a small country located in southern central Europe, with a population of 2.07 million. It is adjacent to Italy by the west, Austria to the north. Most Slovenes migrated westward from the Russian Plain in the 6th century. Christianity was adhered by the Slavic tribes in the 8th century. However, a Muslim population lives in the capital of Slovenia, making Islam the second largest religious group in the country. Slovenia's

economic modernization began in the early 20th century with their political form of socialism. Services and trades are the two main channels of their economic support. During summer times, the Slovenes celebrate together with music, theatre and dance performances (Gosar & Lavrencic, 2019).

Hofstede's Dimensions

A. Japan

- 1. Collectivism:** Within Hofstede's dimensions, Japan scores a forty-six on the individualism scale. To western countries, Japan is viewed as collectivistic, while Asian countries view Japan as individualistic. However, because it is at the cusp of individualism and collectivism, there are attributes of both dimensions within the mindsets of Japanese people. The Japanese are extremely company and brand loyal, which paradoxically can seem collectivistic, but it is a choice determined individually, which follows the criteria of individualism in Hofstede's dimension (Hofstede Insights, 2019). Japan's balanced individuality score also reflects in society's social interactions and company loyalty. A collectivistic trait that Japan exemplifies is the tendency to trust a company as a whole more than a brand. Concrete product attributes are of higher importance than brand personalities, which is a trait for individualistic cultures. In terms of the more individualistic traits, Japanese people would rather be in a private domain, rather than public areas such as cafes and shopping malls (deMooj, 2014). Overall, Japan's

individualistic score offers a more complex approach with the regard to being more individualistic in comparison to similar countries, but possibly more collectivistic compared to polar opposite countries, such as the United States (Hofstede Insights, 2019).

- 2. Uncertainty Avoidance:** Japan scores a ninety-two on the uncertainty avoidance scale, making it one of the highest in the world. For this dimension, Japan requires that there be specific attributes clearly dictated for products and services. Many of the behaviors associated to high uncertainty avoidance cultures stem from the nation's need for specific protocols and preparations in terms of natural disasters which often occur on in Japan (Hofstede Insights, 2019). Traditions within the culture also influence this dimension, as many events and customs of the culture remain unchanged from their origins. In this case, change is a very difficult feat in the country. *Unicharm's* basis in product creation is extensive research and detailed product attributes. Specifically, *Unicharm's SOFY* brand offers a wide range of feminine hygiene products which vary in absorbency and material quality (Unicharm, 2018). By clearly dictating the product's use and benefits, Japanese consumers have been loyal and continue to purchase the brand.
- 3. Long-Term Orientation:** Japan is a long-term orientation culture, scoring an eighty-eight for this dimension. Japanese individuals often make decisions based on investment. For example, Japanese individuals follow examples of elders when planning and becoming educated for careers. Then, after receiving a position

within a company, remain loyal as a result of viewing the long-term benefits of staying and growing within a company (Hofstede Insights, 2019). The Japanese see this culminated result as a greater reward than short-term satisfaction. As a result, Japanese consumers expect companies to act in the best interest of buyers to ensure a better long term result. *Unicharm* exemplifies this ideal as it acts in the best interest of consumers in order to maintain strong brand loyalty. The company tailors its products and also continuously innovates and developed existing products to better suit current needs (Unicharm, 2018). For Japanese consumers, the brand offers long term benefits, hence the developed consumer base.

B. Slovenia

- 1. Uncertainty Avoidance:** Uncertainty avoidance has to do with how a culture deals with the fact that the future is unknown (Hofstede Insights, 2019). This ambiguity brings a level of anxiety to societies, and each society has the choice of how to deal with this anxiety. Slovenia's Uncertainty Avoidance score is eighty-eight, which means the country does not like to deal with uncertainty (Hofstede Insights, 2019). There is a need for structure and rules in society, as well as a heavy reliance on the opinions of experts (deMooj, 2014). This translates into advertising by providing very straightforward and clear information in advertisements. There is very little ambiguity, and any uncertainty a consumer has about a product leads them to anxiety.

- 2. Power Distance:** This dimension deals with the inequality among individuals in a society and how the culture reacts to these inequalities (Hofstede Insights, 2019). Slovenia scores seventy-one on the power distance scale, which means that hierarchy is very important to the citizens of the country (Hofstede Insights, 2019). Everybody has a place, and there is no need to question one's role in society. Acceptance and giving of authority come naturally, and people comply with the rules attached to their roles (deMooj, 2014). High power distance countries value status and luxury products because these special products show that one has a higher status than others. People are also well-groomed and put together; they dress up when they go in public and take care of their outer appearance because physical appearances also represent status. In the advertising sector, the ranking of a brand as "number one" is extremely important and well-recognized by the consumer looking at the brand (de Mooj, 2014).
- 3. Masculinity-Femininity:** Masculinity-Femininity defines how assertive and achievement-based a culture is (deMooj, 2014). Slovenia scores a nineteen on this dimension, meaning that it is more feminine than masculine (Hofstede Insights, 2019). Feminine countries often focus on caring for others and creating a quality life, rather than being driven by competition, assertiveness, and success (Hofstede Insights, 2019). In Slovenia, this means that people value equality and compromise in relationships. Slovenians look for products that improve their

quality of life, rather than products that make them more successful or good-looking.

Cultural Onion

A. Japan

- 1. Symbols:** The number four is very unlucky in the Japanese culture. The Japanese word for “four” is pronounced the same way as the word “death.” Themes such as luck, fate and superstition are important in Japanese culture. Many people wear small charms that will give them good luck and keep them protected on their clothes, bags, and phones (Textappeal, 2016). The colors red and white are important colors in Japanese culture. These colors are often worn at important ceremonies, and used in decorations. Together, these colors represent happiness and joy. Separately, the color white stands for purity and truth, while red represents strength, passion, and self-sacrifice (Oleson, 2019).
- 2. Rituals:** Gift giving is a prevalent ritual that is practiced in Japanese culture. When arriving to someone’s home, or meeting with someone of importance, it is expected that the guest brings a gift for the host. The type of gift depends on the relationship the guest has with the host and the occasion. The packaging of the gift is also important, and must be clean and aesthetically pleasing (Textappeal, 2016). The New Year is the most important holiday that the Japanese celebrate. The New Year celebration lasts from January first through January third, and is a time where the Japanese make trips to ancestral grave yards and pray for relatives

(Shinto, 2019). In Japan, greeting is done by bowing. There is a wide range of bows that are appropriate depending on how casual or formal the interaction is. A casual interaction will entail a small head nod, while a deep bend at the waist is performed for a more formal interaction. Bowing is used for greeting, thanking another person, or apologizing (Japan, 2018).

3. **Heroes:** *Hello Kitty* is a very important character in Japan. *Hello Kitty* stands for innocence, sensarity of childhood, and the overall simplicity of the world. The character was first made to appeal to pre-teen girls, but since has grown to a much larger demographic, and is loved by all ages and genders in Japan (Walker, 2011). The Prime Minister, Abe Shinzo, is also a hero of Japanese culture. He is predominantly focused on reviving the Japanese economy, and has created a program called “Abenomics” that plans on boosting the economy (Kettler, 2019). Glo Chiaki Mukai is also another hero in Japanese culture. She was Japan’s first female astronaut, as well as a well-respected vascular surgeon. She sets a great example for young girls, and show that women are capable of doing the same jobs as men (Dayman, 2017).
4. **Values:** Harmony is a key value in Japanese culture that affects several features of a society. With harmony comes productivity, and this is viewed as the best way to work with others. This means that even if someone disagrees with another person, they still treat them in a gentle, respectful manner, and cooperate as much as possible (Pier, 2019). Family is another very important value in Japanese

culture. Families, not the individual, are considered to be the basic unit of society. It is expected that younger family members care for their parents and grandparents as they age (Evason, 2019). There is also a lot of pressure for Japanese people to know their place in society. Japanese people are expected to act their age, and treat their elders with respect (de Mooij, 2014). Older members of society are looked at as being experienced, and can be useful for the younger members to learn from (Carr, 2013).

B. Slovenia

- 1. Symbols:** Two of the most important national symbols in Slovenia are the linden tree and the chamois. These two symbols are everywhere in Slovenia. The Slovenian flag consists of three colors from top to bottom - white, blue and red, with a shield and stars on the upper left corner (“Countries and their Culture”, 2019).
- 2. Rituals:** November first is one of the most important family holidays in Slovenia: the day of the dead. On this day, people visit cemeteries to pay respect to the deceased with flowers and candles. Families gather together and have a small meal after a priest performs a blessing. Especially in rural areas of Slovenia, a Name Day is celebrated as a substitute of a birthday. Following with the traditions of the Roman Catholic church, a new-born child is given a saint’s name chosen by his parents or godparents in this day. However, today Name Day is celebrated with small gifts (Posedel, 2017).

3. **Heroes:** Peter Florjančič is a former Slovenian Olympic athlete and inventor. He has many successful inventions including the perfume atomiser and the plastic photographic slide frame (“Peter Florjančič - Doyen of Slovenian Innovators Turned 100 Years”, 2019). Herman Potočnik is another Slovenian hero. He is known for his hard work concerning long-term human habitation of space (Herman Potočnik Biography, 2017). Goran Dragic and Luka Doncic are considered the best Slovenian basketball players. They as players in Slovenian national team, won the European Basket Cup in 2017 (Maloney, 2017).
4. **Values:** Even though industrialization in the early 1980s increased women’s social status, it has not yet eradicated the traditional patriarchy. Women workforces are mostly engaged in three fields: cultural and social welfare, public services and administration, and the hospitality industry (“Women are Wonderful”, 2019).

Campaign Description

Unicharm is going to launch its *SOFY* products in Slovenia, for the purpose of increasing awareness and educating women on feminine products. The campaign is going to run for one year starting from October 1st, 2019. Our target market is 18 to 34 year-old Slovenian women. The dominant religion of Christianity in Slovenia has created certain taboos associated with menstruation, thus people do not feel comfortable talking about their periods because the whole topic is stigmatized. However, a stable economic condition has provided Slovenian people with greater willingness to invest in higher

quality hygiene products. That is why *Unicharm* should seize its opportunity during this time to invade Slovenian markets, even with challenges from local feminine hygiene brands, such as *Lalicup* and *Tosama*. *Tosama* is a Slovenia based-company with 628 employees manufacturing and marketing hygiene products, medical supplies and non woven textiles. Its net income is 778,495 dollars along with 43,919,441 dollars net sales (2018, *Tosama*).

SWOT Analysis

This SWOT analysis examines the strengths, weaknesses, opportunities and threats of *Unicharm* with worldwide perspectives. *Unicharm* is one of the top global hygiene product companies, has the strength of providing a wide range of hygiene products and promoting their products with a perfected business model, and has the mission of educating their target audiences with menstruation knowledge. Even though *Unicharm* has not developed an ideal e-commerce system for their global customers to purchase its products more conveniently online, this can turn out to be an opportunity of *Unicharm* to expand its sales and provide better customer service through perfecting online sales system. Having major threats from bigger companies like *Procter&Gamble* and *Kao*, *Unicharm* should seize its opportunity when entering Slovenian market with its capability of marketing its brand worldwide.

A. Strengths

- 1. Global Presence:** *Unicharm*, as a global company, has many strengths in terms of offering a wide variety of products as well as perfecting its business model to have financial success in the industry. In 2017, net sales went up six percent, which is attributed to *Unicharm*'s global approach and philosophy. The brand tackles many global and societal challenges which not only defines the company's brand, but also develops the products to be more useful to the consumer (Unicharm, 2018).
- 2. Awareness and Education:** *Unicharm*'s *SOFY* developed an app that helps mothers speak to their daughters about menstruation and managing their periods. This awareness and education puts *Unicharm* as a top competitor on a global scale by analyzing consumer needs and targeting their desires in order to increase sales and brand awareness. Educating the consumer audience also allows the opportunity to show how product attributes line up to the needs of feminine hygiene.
- 3. Targeted Products:** *Unicharm* launches products tailored to local markets. There is extensive research conducted for each of its product launches to identify the needs of the consumers in each country *Unicharm* markets to. Specifically for feminine hygiene products, *Unicharm* developed its hygiene products to adapt to more active Japanese lifestyles. This is a strength for the company because the products developed are higher quality and easily improved if needed in accordance to consumer feedback (Unicharm, 2018).

B. Weaknesses

- 1. E-Commerce:** *Unicharm's* main weakness is having minimal presence in the e-commerce segment. When one visits the *SOFY* website, the person can view the products the brand offers, but cannot purchase any (Personal Observation, 2019). More information can be provided about the product, but the user cannot locate a store where the product can be purchased. *Unicharm's* website works the same way. The user can view the website, learn more about its finances and products, but cannot purchase the products through the website (Personal Observation, 2019). Since the company caters to all ages (from an infant to the elderly), it would benefit from hosting an e-commerce website (Unicharm Integrated Report, 2017). This would especially be helpful to attract younger audiences. There are many companies starting to sell feminine hygiene products online, such as *LOLA* (LOLA, 2019), and even larger brands such as *Tampax* (Tampax, 2019). In order to keep up with those companies and sell to younger audiences, it is crucial that *Unicharm's SOFY* establishes an e-commerce web site.
- 2. Competition:** A weakness of *Unilever* and *SOFY* is the competing brands in the industry. Some of the bigger industry brands are *Procter & Gamble* (which owns the brands *Always* and *Tampax*) and *Kimberly-Clark* (which owns the brand *Kotex*). Some of the smaller brands in Slovenia are *Tosama* and *Jasmin*. When *SOFY* enters the market in Slovenia, it will have to compete against local brands and international brands for a spot in the consumer's minds. The brand will have

to stand out and capture the attention of the locals, convincing them that a foreign brand is better than a local, already trusted brand.

- 3. Brand Loyalty:** Brand loyalty is “the positive association consumers attach to a particular product, demonstrated by their repeat purchases of it even when given choices of competing alternatives” (Kopp, 2019). Loyal customers will purchase the same brand repeatedly, even if they’re presented with other brands that have different or better benefits (Kopp, 2019). This product meets the customers needs and they are uninterested in looking at other brands. This is a weakness for *Unicharm* and *SOFY* because when introducing this brand to a new country, it will come in among existing products that might be localized, cheaper, and overall more familiar to the locals in the country. Breaking into a new market is difficult, especially when there are local brands such as *Tosama* already in the country (About Tosama, 2019). People are especially loyal to hygiene product brands. “Most consumers usually prefer not to take risks in trying out new products or brands when it comes to beauty and hygiene and tend to stick to one or two brands for a lifetime” (Business Wire, 2015). Therefore, combating brand loyalty when entering into a new market is a weakness for *Unilever* and *SOFY*.
- 4. Environment:** A big weakness for not only *SOFY*, but also for feminine hygiene products in general is the negative environmental impact they have. Women use 11,000 pads and/or tampons throughout their lifetime and create 200,000 tonnes of waste per year (Team OrganiCup, 2018). Since pads are 90% plastic, they are

difficult to manufacture and have a negative impact on the earth once they are thrown out (Team OrganiCup, 2018). Changing to non-plastic tampon applicators changes the way they are used and may impact who uses them. People who are brand loyal may not want to switch over because they enjoy the ease of plastic applicators. In addition to this, feminine hygiene products impact plumbing and are responsible for an average of 75% of clogged drains in the UK, which costs about \$14 billion to fix (Team OrganiCup, 2018).

C. Opportunities

- 1. Global Supply-Chain:** One of *Unicharm's* main opportunities for growth is building a global supply-chain to better support the spread of the company to new countries worldwide (Unicharm, 2018). Building and perfecting this global supply chain will reduce operating costs and increase efficiency, improving *Unicharm's* financial position (United, 2017).
- 2. Expand Sales:** Another opportunity for growth for *Unicharm* is focusing on expanding sales in markets where the company already has a presence. These areas, such as China and Indonesia, offer significant growth potential (Unicharm, 2018).
- 3. New Demographic:** Next, according to *Unicharm's* 2018 Annual Report, forecasts indicate that by 2025, 30% of Japan's population will be 65 years or older (Unicharm, 2018). Catering to a older demographic in the coming years is

an important strategy for *Unicharm* to keep its edge as a large percentage of their consumers grow into a different demographic.

- 4. E-commerce:** *Unicharm* could create an e-commerce site and gain more sales through an online store. Allowing customers to purchase products online will make their experience more convenient, private, and comfortable.

D. Threats

- 1. Market Share:** *Unicharm* has encountered challenges within the competitions with other hygiene brands that are dominating Asian market, such as *Kao* and *Procter & Gamble*. *Unicharm*'s profit margin has fallen from double digits to just 6.2% in the beginning of 2016. As living standards are rising in Asian countries, customers, especially the Chinese, now are seeking high-quality products exported from the Japanese market. With the approach of delivering low-priced items, *Unicharm* has lost its market share while brands like *Kao* has adapted their marketing strategy to the current trend and won a huge success. (Hirasawa, 2016).
- 2. Currency Fluctuation:** Foreign currency fluctuation is the second challenge that *Unicharm* has been facing. By the end of 2016, *Unicharm* reported the decrease of net sales with ¥27.7 billion yen (Japanese currency) in a year and the decrease of ¥1.6 billion yuans operating income. These unavoidable costs due to the fluctuation of emerging market currencies are bringing negative impact on *Unicharm* fiscally. (“Unicharm SWOT & PESTLE Analysis”, 2018)

3. **Competitors:** There are strong players within the market internationally and locally, such as *Procter & Gamble*, *Johnson & Johnson*, *Edgewell Personal Care* and local brands like *Tosama*. How to stand out from its competitors should be mainly taken into account. (“Unicharm SWOT & PESTLE Analysis”, 2018)

Communication Objectives

All communication objectives intend to educate young women in Ljubljana, Slovenia on the truth of menstruation. This campaign will last from October 1st, 2019 to October 1st, 2020 and will assume various platforms such as live speakers, social media, brochures, coupons, and posters. October first is the ideal start date for this campaign because students are enrolled in school at this time and will have been going for a few months. They will be settled into routines and will be more willing to hear new information without being overwhelmed about it. This will also allow time for the young women to try out a new product on their breaks from school at the beginning of November, end of December and February (School Education in Slovenia, 2019). This year-long campaign will aim to create awareness and educate 3,000 women, with the goal of convincing them to buy the product, because they understand what menstruation is and what they can do to take care of themselves while it is happening. The education will also reduce shame and give women the ability to normalize their periods.

- A. **Creating Awareness:** To educate 3,000 young women on the importance of feminine hygiene and encourage them to take control of their reproductive health. It will use

brochures and live speakers to communicate the idea that the use of *SOFY* products will make them feel more comfortable, confident and empowered. This campaign will aim to promote education and awareness for how to take care of feminine health in a hygienic and safe way. The campaign will reach at least 30% of our target demographic by January 2019 by focusing its campaign during the early school months of September to November.

B. Imparting Knowledge: Many Slovenian women are seen as “the other” due to menstruation (Sitar, 2015). In Christian and Westernized cultures, menstruation is considered unclean and isolating; depicting women’s bodies as demonic. This campaign will use infographic posters to explain why *SOFY* disposable products are hygienic, clean, and practical. It will also display *SOFY* products not as a luxury, but as a basic human need. This section of education will be aimed at women who already use feminine hygiene products, but perhaps are unsure of the different options they have. This campaign will promote the brand as safe, healthy, and accessible. The campaign will reach 60% of the speaker event attendees through brochures and samples by the end of the campaign, October 1st 2020.

C. Shaping Attitudes: *SOFY* will use live speakers that visit the University of Ljubljana to start a conversation about women's hygiene that is often avoided in countries where menstruation is a taboo topic. Through these efforts, the campaign will reach 45% of the attendees during the three months of the speaker event series. This goal will ensure that the attendees learned enough at the speaker event to buy *SOFY* products. By doing so, it

will make this topic more familiar and comfortable for women to discuss. This campaign will also use the conversations created to eliminate the element of shame associated with menstruation. Through women discussing this part of their lives, it will normalize the idea of menstruation and will create a ripple effect of conversations throughout Slovenian society.

Target Audiences

Primary Audience: Girls ages twelve to sixteen

Ana is a single, female, thirteen year-old girl in middle school. She lives in Ljubljana, the capital of Slovenia and comes from a moderately wealthy family. On weekends, Ana often goes out with her family on a short trip to experience clean air, mountains, and lakes; these elements are everywhere in Slovenia (Tratnik, K). She is a pure-Slovene and speaks Slovenian and is learning English in school. She is an attentive student and hardly misses school. She often attends school events and receives materials provided from those events to get more information on topics she has learned about. She uses social media sites, such as *Facebook* (Statcounter, 2019). Many of her friends use *Facebook*, which is a way Ana communicates with her friends. At the moment, her mother buys the feminine hygiene products she requests once a month. The buying behavior is dependent on her cycle. She is in a stage of trial and error and looking for a brand she feels comfortable in. She recently started her period and is using the Slovenian brand, *Tosama*,

because her friends are using it (“Tosama Today”, 2019). However, because she just started her period, she has no brand loyalty and is willing to try new products.

A. Rationale: The target market of girls ages twelve to sixteen is the best for the product because it will help establish brand loyalty to *SOFY* from a young age. Research indicates that Slovenian women often hide their periods because menstruation is viewed as unclean. By providing education and introducing feminine hygiene products from a young age, conversations surrounding menstruation may be less taboo than its current connotation. This target is also reachable through social media. About 85% of Slovenes use Facebook so marketing on this platform would reach many young consumers (Statcounter, 2019).

Secondary Audience: Women ages twenty to twenty-five

Irena is a twenty-two year old woman who lives in Ljubljana, Slovenia. She speaks Slovenian and English and is a pure-Slovene. She is currently studying Education at the University of Ljubljana (Unirank, 2019). She’s very hard-working and diligent, passionate about what she loves, and she wants to be a teacher in the future. She lives in an apartment with her two friends in the middle of the city. She has a boyfriend, Mark, who spends most of her free time with. She comes from a middle-class family, who helps her pay for her expenses while she attends school. She does not have a job, so she has to make the money that her parents give her each month last. She spends a lot of time on social media sites, perfecting her *Pinterest* board and keeping up with her friends and family on *Facebook* (Statcounter, 2019). She goes grocery shopping once a

week. She does not put much thought into what she buys, she usually just buys the brands and products her mother buys. However, she is always trying to save money, so if there is a cheaper alternative to the product she usually buys, she will buy the cheaper option (The Slovenian Times, 2015). She buys *Tosama* feminine hygiene products because that is the brand she grew up using. She is not familiar with *Unicharm* products. Irena falls in the “achievers” category because she is motivated by achievement, and values predictability and stability over risk (Lynch, 2019). She is willing to try new products if they will avoid uncertainty in her life and provide her with security. She also only buys products that she knows that she can trust. Brands must prove that they are reliable and trustworthy before Irena will purchase their product.

Message Strategy and Execution

The message strategies to be implemented in the campaign include a brochure, sticker, social media advertisement on *Facebook*, a speaking event poster, as well as a coupon. These deliverables will be the most effective for the campaign because the target consumers will receive education on the products as well as ways to purchase and try the various product lines. The deliverables are given directly to the consumer and *SOFY* will be able to view audience engagement at the event. The brochure, coupon, and sticker will also serve as a good follow up to allow the audience to learn more and purchase *SOFY* products after the event and influence buying behavior.

Brochure

The brochure will be distributed within local schools in Ljubljana and will also be offered at the educational events. By offering in-depth information on the product as well as normalizing the topic of menstruation, the purpose of the brochure will be to offer a large amount of information in a succinct format. It will also have a feminine and appealing design to make the topic of menstruation more approachable. Since it is a topic that's rarely discussed in the country, the main purpose is to offer additional information to what is discussed at events.

Sticker

This sticker has a beautiful pink carnation and bold yellow letters that display the word "Rostejo." The word "rostejo" translates to "grow" in the English language and enforces the campaign's focus of empowering and celebrating women. These stickers are meant to be used as decorations on personal items such as water bottles, laptops, notebooks, and more. They will be used as a daily reminder to young girls to embrace their bodies and be comfortable in them. The brand name is not included in this sticker, because Slovenes prefer to be more discreet about their periods, so displaying a feminine hygiene brand may discourage them from using it (Sitar, 2018). The colors, symbols, and message displayed on this sticker are consistent with the other pieces of the campaign, and are appealing to a young, feminine audience. This sticker is more about creating a positive brand image for *SOFY*, instead of selling the product.

Social Media--- *Facebook*

Slovenes use social media platforms, such as *Facebook*, regularly. Especially with a target market of younger women, reaching the consumer audience on platforms they often use is a way to build brand awareness. The target audience is also at an influential age where friends can influence buying decisions. A banner or paid advertisement on this platform will also offer feedback on how many people were reached. This is an instant method to stay updated on the profiles of individuals interested in the *SOFY* brand. With current advertising methods, this data will also provide opportunities to further target ads for other marketing efforts in the campaign.

Educational Event Poster

The educational event will feature a keynote speaker at The University of Ljubljana, and these posters will be created and posted all around campus so students are aware of the event. The poster will feature the title of each talk and the time, date, and location. The poster will catch the eye of the women who attend the university and will spark a desire to learn more. It will feel friendly, inviting, and girly with its two main colors: pink and yellow. On the follow-up surveys distributed during and after the campaign, there will be a question about who decided to attend this event because they saw this poster, which will help gauge how effective the poster was.

Coupon

The coupon will be given out to everyone who fills out a Facebook survey about the campaign. It will be sent via email or mail to the participant. It will also be distributed to everyone who attends the educational event. Like the other media pieces, it will be designed in a very enticing,

yet friendly and accessible way. It will include pink and yellow, and have flowers on it to make it appealing to women. By offering this coupon, it will motivate women to take what they have learned from the campaign or from the educational event and actually put it into action, by buying *SOFY* products.

Media Strategy

Brochure

A brochure will be distributed as a piece of this campaign. This brochure will be distributed at schools and educational events that the target audience attends. This brochure offers a lot of information, but is displayed in a way that is easy to digest and keeps the attention of the reader. This document allows *Unicharm* to educate the audience further than a simple magazine or print advertisement would. It also allows *Unicharm* to express their brand values and build trust with the reader (Flottman, 2018). Slovenian consumers require a lot of information before they purchase a product, so this is a good way for *Unicharm* to provide information on the company and its products. It is important to create a personal and trusting relationship when discussing uncomfortable topics. Lastly, brochures are inexpensive to create and distribute (Flottman,

2018). This gives *Unicharm* freedom to use more expensive methods to advertise the company and its products in other areas of the campaign.

Sticker

The sticker will be given out to the audience members that attend the educational events that *Unicharm* hosts. Stickers are very popular amongst young girls, and are often used as a way to decorate their belongings. Stickers are inexpensive to create and distribute. They add great value to the campaign by developing the brand image and spreading a positive message. These stickers also act as personal endorsements from whoever is displaying them. When someone displays a sticker on their belongings, they are telling the world that they like that brand, and are proud to be associated with it (Zee, 2017).

Facebook Advertisement

Facebook advertisements will be incorporated in this campaign for a number of reasons. First, *Facebook* is the most widely used social media platform in Slovenia (Statcounter, 2019). Since the target audience uses this platform so frequently, it is a good location to display information and send a message. The *Facebook* advertisements that *Unicharm* launches will be highly targeted and will reach the exact audience it intends to. This advertisement will also be tracked and the data will be analyzed and used to adjust the settings or advertisement in order to make it as effective as possible (Standberry, 2018).

Educational Events

Unicharm will hold monthly educational events at The University of Ljubljana in Slovenia to educate women on menstrual cycles and help promote the brand. The speakers at these events will be able to interact and engage with the audience. Posters will be used to promote these events and encourage women to come and learn more about a topic they do not know much about. Since the target audience will already be at the location of the event, it will make it convenient for them to attend. Also, these events will be held in a safe environment that the audience is familiar and comfortable in.

Coupon

The last piece of this campaign is a coupon for *Unicharm* products that will be distributed at the educational events discussed above. Similar to the free sample, this will leave the audience with a positive impression of *Unicharm*, and is a good way to introduce the company to those unfamiliar with the brand (Hawlk, 2017). These coupons will build loyalty and trust between the consumer and company by fulfilling a promise it makes. It will be used as a reward for attending the educational event, and enforce the idea of taking control of feminine health and hygiene. Distributing these at the event will ensure that the coupon is getting in the hands of the target audience.

Budget

Below is the budget list for *SOFY Unicharm*'s campaign in Slovenia during October 2019 to October 2020. It includes product research, market research, product release, educational events, print product, social media, result tracking, copywriting, mail services and delivery. The categories were selected with the purpose of reaching our target audience online as well as in stores.

CATEGORY	FREQUENCY	MONTHLY COST	YEARLY/TOTAL COST
Product Research €27,000 (= \$30,485 total)			
Competitive analysis	One month	€2,000(=\$2,260)	€2,000(=\$2260)
Focus group	Ten days	€5,000(=\$5649)	€5,000(=\$5649)
Paid studies	Two months	€10,000(=\$11,298)	€20,000(=\$22.579)
Market Research € 18,000 (=\$20,323 total)			
Impact studies	One month	€12,000(=\$13,558)	€12,000(=\$13,558)
Surveys	Three weeks	€2,000(=\$2,260) (weekly)	€6,000(=\$6,779)
Product Release €140,000 (= \$158,071 total)			
Launch events	One week	€20,000(=\$22,597) (one week)	€20,000(=\$22,597)
Public relations	One year	€5,000(=\$5,649)	€60,000(=\$67,791)
Advertising	One year	€50,000(=\$56,492)	€60,000(=\$67,791)
Educational events(5 places) €37,300 (= \$42,114 total)			

Location rental	Five times	€500(=\$565)(per time)	€2,500(=\$2,825)(five times)
Transportation for staff	Five times	€5,000(=\$5,649)(per time)	€25,000(=\$28,246)(five times)
Event Staff	Five times	€1,000(=\$1,130)(per time)	€5,000(=\$5,649)(five times)
Equipment rental	Five times	€800(=\$904) (per time)	€4,800(=\$5,423)(five times)
Print Products €348,000(=\$392,920 total)			
Designers	One year	€21,000(=\$23,727)	€252,000(=\$284,722)
Material purchasing	One year	€3,000(=\$3,390)	€36,000(=\$40,675)
Space purchasing	One year	€5,000(=\$5,649)	€60,000(=\$67,791)
Social Media €2,114,000(=\$2,386,875 total)			
Content creation & management	One year	€60,000(=\$67,791)	€720,000(=\$813,492)
Licensed content	One year	€10,000(=\$11,299)	€120,000(=\$135,582)
Promotion	One year	€100,000(=\$112,985)	€1,200,000(=\$1,355,820)
Graphic Design	One year	€2,000(=\$2,260)	€24,000(=\$27,116)
Video Production(five major videos)	Five videos throughout a year	€10,000(=\$11,299)	€50,000(=\$56,493)
Result Tracking	One year	€1,200(=\$1,356)	€14,400(=\$16,259)
Copyrighting	One year	€2,000(=\$2,260)	€24,000(=\$27,098)
Mail Services/delivery	One year	€500(=\$565)	€6,000(=\$6,774)

Total Marketing Budget	€2,728,700(=\$3,083,021)
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(“12 Free Marketing Budget Templates”, 2019)

Theme and Strategies

The theme of the campaign will bridge feminine empowerment and national pride to Slovenian women. The carnation is Slovenia’s national flower and has many cultural meanings. Different colors carry different meanings, but overall, emotions of love, admiration, and attractiveness are evoked with the carnation (Slovenian Symbols, 2017). The campaign will utilize the symbols the carnation stands for by incorporating it into the designs for packaging, print, and the brochure. The design will be an illustrated flower to convey a soft and dainty look to the product. Pink, yellow, and white will be the colors included in the product and campaign as they are variations of the nation’s colors as well as colors that evoke femininity and strength. By incorporating both, *SOFY* products will stand out to consumers by relating to both female empowerment and Slovenian pride. The font utilized will be a simple sans serif so that the main focal point is the floral design of the materials. The word “rastejo” will also be incorporated into designs because of its meaning “to grow.” This not only correlates to the floral design, but also to the growing body and feminine growth in society. The strategic approach will be to educate the consumers on the product and menstruation in an understandable and visually appealing way. Infographics and body copy paired with feminine visuals will be the method to reach our female audience.

Statement of Benefits

Japan

This campaign is of great value to the Japanese company *Unicharm*. This campaign will help *Unicharm* reach a new market and globalize their brand. The more places that *Unicharm* products are introduced to, the more widely recognized the brand will be (Teeboom, 2019).

Tapping into a new market means that *Unicharm* products are available to more people, which will result in higher sales and increased product usage. This campaign will also help enrich the company's image. Since this campaign is displaying women's empowerment and positivity, these values will stick with audience members that have similar views, and encourage them to use *Unicharm* products over the alternative.

Slovenia

The Slovenian audience will also benefit from this campaign. This campaign is all about educating women and ending the stigma around menstrual cycles. The more women know about feminine hygiene products, the easier it will be for them find the best product to help them manage their menstrual cycles. *Unicharm* offers a wide range of products that are not currently available in Slovenia. The integration of these new products into the market gives women more choices and guarantees that they will find the right products to fit their needs. Also, this campaign puts menstrual cycles in a more positive light and portrays it as something that women

should not be embarrassed or ashamed of. The benefit from this is that women will feel more comfortable with their bodies natural processes and in turn more confident and empowered.

Plan for Evaluation

Six Month Survey

After the campaign has been running for six months, in April 2020, a survey will be posted on *SOFY's Facebook* page. Participants will receive a 10% off coupon for *SOFY* products at any store that sells them. This survey will assess how the campaign is doing through asking questions regarding brand awareness, brand recognition, purchasing behavior, and experience and opinion of the brand. The survey will ask questions such as “What do you know about *SOFY*?”, “Have you purchased *SOFY* products before?”, “What has been your experience with *SOFY* products?”, and “Do you recall any advertisements you have seen for *SOFY*?” This survey will also collect basic demographic information such as sex and age.

Twelve Month Survey

One week after the campaign has ended, in October 2020, a survey will be posted on *SOFY's Facebook* page. Participants will receive a 10% off coupon for all *SOFY* products purchase in-store. This survey will assess how the campaign accomplished its goals of creating awareness, imparting knowledge, and shaping attitudes. The survey will ask the same questions as the six month survey, such as “What do you know about *SOFY*?”, “Have you purchased *SOFY* products

before?”, “What has been your experience with *SOFY* products?”, and “Do you recall any advertisements you have seen for *SOFY*?” The survey will also ask the same demographic questions, such as age and sex, so that the reach of the campaign towards the target audience can be assessed. The goal of this survey is that the target audience will have been reached in full and will have improved from the six month survey.

Randomly Selected Post-Educational Event Interview

After every educational event, three participants will be randomly selected and asked a few questions about what they learned from the event (with their permission). Some sample questions are “What was your biggest takeaway from this event?”, “What is something mentioned that you already knew about?”, “What is one thing you learned?”, “What is one thing you have questions about?”, and “What’s one thing you wish you heard more about?” This will be helpful in assessing how effective the educational events are. The goal of these events is to educate, enlighten, and create conversations. The surveys will seek to test how those goals have been met, and what future goals can be reached after this campaign is over. Lastly, event staff will be hired to conduct these interviews and will record the voices of the participants with their permission so that the answers can be recorded and assessed after the event is over.

Tracking Product Purchase (3, 6, 9, 12 month marks)

The purchase of *SOFY* products will be tracked at every store they’re implemented into using a digital sales tracking system. The inventory and sales reports will be collected every three

months after the campaign starts. So, in January 2020, April 2020, and July 2020 these reports will be taken and assessed by the campaign team. This will track the exact sales of the products in stores and assess whether or not the campaign had an effect on purchasing behaviors. Hopefully, the sales will increase throughout the year as more people participate in the campaign.

Executive Summary

Unicharm's SOFY is a strategically advantageous brand to launch in Slovenia for several reasons. With its revolutionary technologies, variety of products, and global presence, it is a perfect brand to introduce to Slovenia (Unicharm, 2018). Since *SOFY* already has a presence in many countries in Asia (China, Myanmar, India, Saudi Arabia, Indonesia, Malaysia, Singapore, etc.), this would be a perfect opportunity to break into the European market (*SOFY History*, 2019). Overall, *Unicharm* offers solutions, such as a global perspective and new product technologies for the gaps in Slovenia's market.

Comprehensive Education

Slovenia lacks a comprehensive outlook on menstruation and needs a developed awareness on the topic of women's health (Sitar, 2018). Because the Slovenian society is not as well informed on the specifics of feminine hygiene, there is a market gap which *Unicharm SOFY* can fulfill. In 2015, *SOFY* launched a campaign in India geared towards breaking down the country's taboo on

periods (Vinaya, 2015). It used poetry and music to empower and encourage women to embrace this part of them because it is natural. It also encouraged women to not feel “down”, even though their bodies might not be feeling normal. Since this campaign had similar goals to the Slovenian campaign, it is clear that the Slovenian campaign would be successful in educating and empowering women in a society where menstruation is a taboo topic.

Innovative Products

By introducing tailored and specific product lines ranging from absorption levels to daily activities, the products *SOFY* offers could revolutionize and simplify periods for Slovene women (SOFY, 2019). There is also a missing market in terms of the feminine hygiene wipes and underwear *SOFY* has which is not prevalent in the Slovene market (Sanitary Protection in Slovenia, 2019).

Attainable Demographic

The Slovenian market includes women who can be influenced in terms of buying behavior. The market offers many ways to target a wide range of women. For example, the campaign can be targeted to younger girls who have recently started or will soon start their periods by educating and offering samples of the product. However, older women are also an attainable secondary market as they can be attracted to the comprehensive feminine hygiene line that *SOFY* offers. The pool of available consumers is vast, and many message strategies can relate to many, if not

all, Slovene women. The campaign strives to offer a solution for the lacking product line in the country for an equally affordable and accessible product (Sitar, 2018).

Overall, the campaign introduces a desired product line, but also solves many of the social issues originating from a lack of education. By introducing *SOFY* to Slovenia, *Unicharm* will not only increase revenue and sales, but also grow globally. Both parties would benefit from this endeavor as a result of fulfilling each other's needs. Japan's *Unicharm* will continue to expand globally, while Slovenia fulfills the need for a lacking market in terms of products and education.

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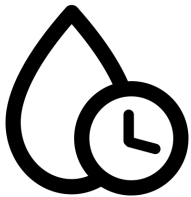
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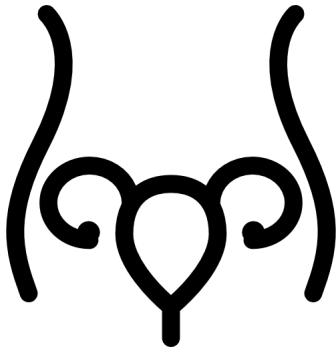


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Appendix A: Brochure

UNICHARM SOFY PRESENTS


A Talk About Periods

We're here to help.

Rastejo—grow with us.

Our innovative products will not only keep you comfortable, but keep your period your bestest!

WE ADAPT TO YOU, SO YOU DON'T HAVE TO ADAPT TO YOUR PERIOD.





LET'S TALK

We know talking about periods isn't your favorite topic. But no worries, we have you covered. We offer speaker events to tell you all about how to take care of yourself and how our products can help!

EVERY PERIOD IS UNIQUE

SOFY recognizes that every period is unique. That's why we have all the products to fit your body's needs. We provide a range of absorption levels as well as products tailored to your daily activity needs.






OUR PRODUCTS

We offer a wide range of products including sanitary napkins, tampons, hygiene wipes, and underwear. We recognize that hygiene goes past your time of the month and we have all the products for you!

LET US HELP YOU!

Unicharm SOFY strives to provide top quality products to our consumers. With our innovative technologies, we make your period the easiest part of the day and hassle free!



CHECK US OUT AT WWW.SOFY.COM

CONTACT US

UNICHARM JAPAN
+91 - 9971988339
www.sofy.in



ABOUT SOFY

Unicharm SOFY was established in 1980, and ever since we have actively expanded our business worldwide, and today we operate in over 80 countries.

For feminine care, we have provided a range of products including sanitary wipes, tampons, and hygiene underwear.

Join us as we tackle *your needs* and make your period better.

To learn more, please visit our website. www.sofy.com or look for

PRODUCTS

 Pads ☀️

 Pads 🌙

 Tampons 🌙/☀️

 Pantyliners 🌙/☀️

MISSION

Unicharm SOFY supplies a wide range of products that support mind and body, helping to make life easier for ordinary people everywhere.

We also keep the customer in mind when developing revolutionary technologies for our products.

Unicharm will continue to aim even higher, striving to make its corporate ideals a reality.

Rastejo--- grow with us.

Appendix B: Sticker



Appendix C: Social Media



Unicharm SOFY

Today at 19:33 · 🌐

The new and comfortable solution for every month! Try SOFY today at your local stores! Rastejo– grow with us.

[See translation](#)



Like Comment Share

3,675

Appendix D: Educational Event Poster

let's
talk.
10.17.19

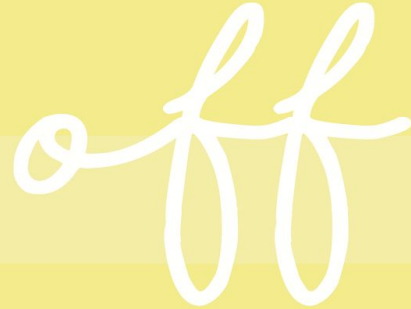
An educational event creating conversations about women's health

Featuring Keynote Speaker Françoise Girard
President of International Women's Health Coalition

Kongresni trg 12, Ljubljana
4:00pm

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Appendix E: Coupon



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