

# Research on the Referential Significance of Procter & Gamble's Diversified Brand Strategy to Chinese Local Enterprises

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**Abstract:** This paper aims to analyze the diversified brand strategy of Procter & Gamble Company (P&G), and explore the enlightenment it brings to Chinese local enterprises in brand management, market strategy and innovation ability and can be used for reference. The study starts with P&G's brand portfolio, analyzes its brand structure, market positioning and consumer feedback in depth, and examines its specific operation in the Chinese market, including successful examples in market segmentation, marketing channel selection and product innovation. The paper turns to the analysis of the current status of brand strategy of Chinese local enterprises, covering many factors such as market demand characteristics, competitive environment, policies and regulations, and evaluates the performance of local enterprises in brand cognition, communication strategy and innovation practice. In the end, the paper summarizes the whole research, points out the limitations of the research, and puts forward the direction of future research, emphasizing the importance of deepening the brand strategy research.

**Keywords:** Procter & Gamble Company; Diversified Brand Strategy; Local Enterprises, Brand Management; Market Adaptability.

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## 1.Introduction

As a world famous consumer goods giant, P&G's diversified brand strategy has always been the focus of the industry. On a global scale, P&G, with its rich brand portfolio and accurate market positioning, has successfully occupied a number of market segments and achieved extensive brand coverage and deep penetration. In the Chinese market, P&G has also shown strong brand influence and market competitiveness. The implementation of its diversified brand strategy has achieved remarkable results, which has had a profound impact on Chinese local enterprises.

P&g's diversified brand strategy is reflected in its huge brand family, covering shampoo, skin care, detergent and other categories. By launching brands with different positioning for different consumer groups, P&G has successfully met the diversified needs of the market. For example, in the field of shampoo, P&G's Head and Shoulders, Flexor, Pantene and other brands respectively for the anti-dandruff, flexibility, repair and other different needs, to provide consumers with a rich choice. This diversified brand layout not only enhances P&G's competitiveness in the market, but also enhances its ability to resist market risks <sup>[1]</sup>.

In the Chinese market, P&G's diversified brand strategy has been effectively implemented and implemented<sup>[2]</sup>. By deeply understanding the needs and preferences of Chinese consumers, P&G has carried out precise market positioning and product innovation for its brands. The purpose of this study is to deeply explore the inspiration and reference significance of P&G's diversified brand strategy for Chinese local enterprises, in order to promote the growth and development of local brands. Through a detailed analysis of P&G's brand strategy, this paper can provide valuable reference and guidance for Chinese local enterprises<sup>[3]</sup>.

P&G's diversified brand strategy is reflected in its rich product lines and accurate market positioning. For example, in the shampoo sector, P&G has launched several brands for different hair types and care needs, each with its own unique selling points and market positioning<sup>[4]</sup>. This diversified brand strategy not only enhanced P&G's competitiveness in the market, but also won it a wide range of consumer groups. With the continuous development of China's market economy, consumer demand is increasingly diversified, and a single product line or brand positioning can no longer meet the market demand<sup>[5]</sup>. Therefore, local enterprises need to learn the experience of P&G, expand market share and enhance brand influence through diversified brand strategy. To be specific, local enterprises can develop product lines that meet different consumer needs according to their own actual conditions, combined with market research and consumer analysis, and create unique brand images through accurate market positioning and promotion strategies<sup>[6]</sup>. With its strong research and development strength and innovative spirit, P&G constantly launches new products and services to meet the diversified needs of consumers<sup>[7]</sup>. This innovative spirit is an important driving force for the sustainable development of P&G brand<sup>[8]</sup>. Through in-depth study of P&G's innovation mechanism, local enterprises can stimulate their own innovation vitality, promote the upgrading of products and services, and thus enhance market competitiveness.

The core content of this study focuses on the key elements of P&G's diversified brand strategy and makes an in-depth analysis of its adaptability in the Chinese market<sup>[9]</sup>. Through a detailed analysis of P&G's brand portfolio, market strategy and innovation mechanism, this paper aims to provide valuable reference and inspiration for Chinese local enterprises<sup>[10]</sup>.

P&G covers a wide range of brands and product lines, and has achieved sustained global growth through precise market positioning and differentiated marketing strategies<sup>[11]</sup>. Through clever brand structure design and market positioning, we have successfully built a number of brands with unique charm and consumer loyalty. These brands not only have clear target consumer groups, but also form strong synergies under the overall strategic framework of P&G<sup>[12]</sup>. In terms of innovation and product development, P&G has also shown strong strength. The company has continuously invested in research and development, launched new products that meet the needs of the Chinese market, and consolidated the brand's leading position in the market through continuous technological innovation and product upgrades. This consumer-centered innovation concept and practice undoubtedly provides valuable experience for local Chinese enterprises<sup>[13]</sup>.

## **2.Theoretical Basis of Brand Strategy**

### **2.1 Brand Management Theory**

Brand, as the core element of marketing, is not only the logo of enterprise products or services, but also a comprehensive symbol, representing the image of the enterprise, reputation, quality and consumer trust and loyalty. In the modern market competition, the concept of brand has gone far beyond the simple trademark or name category, it carries the emotional connection and value resonance between enterprises and consumers. Brand strategy development is one of the important management methods adopted by enterprises to obtain market competitive advantage. It has gone through multiple stages of evolution, each reflecting changes in the market environment and the deepening of corporate brand awareness. From a single brand to a diversified brand, and then to the construction of the brand ecosystem, each step reflects the company's in-depth exploration of brand value and keen insight into the market competition situation.

Diversification strategy is an important strategic choice in the development of enterprises, which means that enterprises enter new industries or market areas on the basis of existing businesses in order to expand the market, increase income sources or reduce business risks, and realize the overall growth and development of enterprises through different business combinations. The core of this strategy is to use the existing resources, capabilities and technological advantages of enterprises to open up new growth points to cope with the increasingly fierce market competition. However, it is important to note that

diversification strategies do not work for all businesses. When implementing diversification strategy, enterprises need to fully consider their own resources, capabilities and market conditions. If the company lacks sufficient capital, technology and management experience to support the development of the new business, or there is a lack of synergies between the new market and the existing business, then the diversification strategy may have a negative impact. Therefore, enterprises must carry out comprehensive market analysis and risk assessment when formulating diversification strategy to ensure the scientific and feasibility of the strategy.

## **2.2 Types of Diversification**

Diversification strategy is a strategy commonly used in the development of enterprises. It refers to the process that enterprises realize diversification by expanding new business areas or product lines in order to reduce business risks, increase market opportunities and improve economic benefits. According to the enterprise development direction and business relevance, diversification strategy can be further subdivided into three types: horizontal diversification, vertical diversification and mixed diversification.

Horizontal diversification, also known as horizontal diversification, refers to the development of new products that are different from the original products on the basis of the original market to meet the needs of different consumers. This diversification strategy mainly focuses on the core technology or resources of the enterprise, and launches a new product series through technology extension or resource sharing. For example, Procter & Gamble has launched a number of brands in the shampoo field for different hair quality and care needs, such as Head and Shoulders for anti-dandruff, Rejoice emphasizes flexibility, this practice in the same market through different products to meet differentiated needs, is the embodiment of level diversification.

Vertical diversification, also known as vertical diversification, is an enterprise's strategy to extend the upstream or downstream industry chain. It usually involves raw material supply, product production, sales channels and other links. Through vertical diversification, enterprises can better control resources, improve production efficiency, reduce transaction costs, and increase control over the market. Taking Procter & Gamble as an example, it not only produces personal care products, but also participates in raw material cultivation, product research and development, logistics distribution and other fields through acquisition and cooperation, forming a complete industrial chain.

Mixed diversification is the strategy of developing into different industries or market areas at the same time. This strategy is relatively risky, but it may also bring higher returns. Mixed diversification can help enterprises diversify their business risks and capture more market opportunities. In the Internet era, many traditional enterprises enter emerging industries through cross-border cooperation or acquisition. For example, P&G expands online sales channels through cooperation with e-commerce platforms, which is a manifestation of mixed diversification.

Diversification strategy is an important means for enterprises to cope with market competition and achieve sustainable development. Different types of diversification strategies have their advantages and disadvantages, and enterprises should make comprehensive consideration according to their own strength, market environment and development goals when choosing.

## **3.P&g's Diversified Brand Strategy**

### **3.1 Brand Portfolio of P&G**

As a leader in the global consumer goods industry, P&G's brand structure and market positioning strategy have always been the focus of the industry. P&G's brand structure not only reflects its diversified brand strategy, but also forms effective synergies among brands, thus maintaining a continuous competitive advantage in the global market.

The brand structure of P&G company shows the characteristics of multi-level and multi-category. Each of its brands has a clear market positioning and unique product characteristics, so that P&G can provide differentiated products for different consumer groups to meet the diversified needs of the market.

In the market positioning of each brand, P&G pays attention to the deep cultivation of market segments. In the shampoo market, for example, Rejoice is positioned to provide solutions for smoothing hair, Head and Shoulders focuses on anti-dandruff efficacy, and Pantene emphasizes the nourishment and care of hair. This refined market positioning enables P&G's

products to accurately reach target consumers and occupy a leading position in their respective market segments.

The synergy of P&G's brand architecture is also reflected in the complementarity of its brand portfolio. By sharing R&D resources, marketing channels and branding strategies among different brands, cost savings and market effectiveness are maximized. For example, in terms of advertising, P&G often adopts multi-brand co-promotion to enhance the visibility and influence of the overall brand portfolio through cross-brand marketing activities.

P&g is also adept at using data analytics to optimize brand architecture and market positioning strategies. By collecting and analyzing consumer behavior data and market trend information, P&G can timely adjust its brand portfolio and product strategy to adapt to market changes. This data-based decision-making mechanism makes P&G's brand structure more flexible and efficient.

### **3.2 Market Strategy of P&G**

P&g understands that different consumers have different needs and preferences. Therefore, through the careful division of the market, it has identified a number of potential target markets. For example, in the shampoo market, P&G has launched a number of brands for different hair types and needs, such as Head and Shoulders for anti-dandruff, Flexor for soft hair, and Sassoon for professional hair care. Such market segmentation strategy enables P&G's products to cover a wider range of consumer groups.

In market positioning, P&G focuses on highlighting the unique selling points of each brand. Take Pampers, a brand of baby diapers owned by Procter & Gamble. Through in-depth research into the needs of the infant care market, P&G found that consumers have high requirements for the absorbability, comfort and leak-proof performance of diapers. Therefore, Pampers has placed special emphasis on these characteristics in product design and passed on these information to target consumers through marketing activities, thus occupying an important position in the baby care market.

In order to more accurately market segmentation and positioning, P&G also actively uses big data and artificial intelligence technology. By analyzing data such as consumer buying behavior and social media interactions, P&G is able to gain a deeper understanding of consumer needs and preferences to optimize product design and marketing strategies. This data-driven market segmentation and positioning strategy not only improves P&G's market sensitivity, but also enhances its connection with consumers.

### **3.3 Marketing Channels and Communication Strategies**

The marketing channels and communication strategies adopted by P&G in brand promotion are exemplary in the industry. Its diversified path selection not only enhances the market penetration of the brand, but also has a significant positive impact on sales.

P&g is well aware that in the digital age, a single marketing channel can no longer meet the diversified information receiving needs of consumers. Therefore, P&G actively layouts online and offline channels to achieve a full range of brand coverage. In the offline, P&G works with large retailers to ensure that products can occupy the advantageous position on the shelf, so as to seize the attention of consumers in the first time. Regular promotional activities have also effectively increased product sales. In terms of online channels, P&G has made full use of diversified digital channels such as social media, e-commerce platforms and we-media. By publishing brand dynamics and interacting with consumers on social media platforms such as Weibo and wechat, P&G has not only narrowed the distance with consumers, but also successfully created a brand image that is close to the people. On the e-commerce platform, P&G's product pages are beautifully designed, with detailed product information and personalized recommendation algorithms, so that consumers can easily find products that meet their needs. P&g also uses new marketing methods such as live streaming to answer consumer questions in real time, show product effects, and effectively promote sales transformation.

In terms of communication strategy, P&G adopts the concept of integrated marketing communication and organically combines various communication means such as advertising, public relations and promotion. In terms of advertising, P&G accurately targets the target audience and delivers advertisements through various media such as TV, Internet and outdoor to achieve efficient transmission of brand information. P&g also pays attention to word-of-mouth marketing, through the invitation of celebrity endorsement, cooperation with Internet celebrities and other ways, with its influence to enhance brand

awareness. P&g also actively participates in public welfare activities and further enhances consumers' sense of brand identity through positive social image building.

### **3.4 Innovation and Product Development**

P&g's strategy in product innovation and development has been a key element in enhancing its brand competitiveness. As a leading global consumer products company, P&G understands that continuous innovation is the only way to maintain the vitality and attractiveness of its brands in a rapidly changing market environment.

P&g's innovation strategy is reflected on multiple levels. The company invests a lot of resources in product research and development and is committed to developing groundbreaking new technologies and formulations. This kind of research and development not only focuses on the functional improvement of the product, but also focuses on the enhancement of the consumer experience. In addition to product research and development, P&G also attaches great importance to the innovation of marketing strategies. Companies use digital tools, such as social media marketing and big data analytics, to better understand consumer preferences and market trends. The insights from these data provide P&G with valuable market feedback, enabling it to quickly adjust its product strategy to meet the individual needs of consumers.

P&g also attaches great importance to intellectual property protection to ensure that the results of its product innovation and development process can be effectively protected. The company protects its unique technology and brand image by applying for patents, trademarks, etc., so as to maintain its competitive advantage in the market.

## **4.Brand Strategy Analysis of Chinese Local Enterprises**

### **4.1 Analysis of Chinese Market Environment**

The purchasing behavior of Chinese consumers is increasingly showing the trend of individuation and diversification. With the promotion of Internet technology, consumers can more easily obtain product information, compare and choose. Therefore, their demand for products is no longer limited to basic functionality, but more attention to product differentiation, quality and can meet their emotional demands. For example, in the shampoo market, many brands of P&G have launched products with various effects such as anti-dandruff, nourishing and repairing for different consumer groups to meet the individual needs of consumers.

In terms of consumption preferences, Chinese consumers are increasingly paying attention to brands' social responsibility and environmental friendliness. With the increase of environmental awareness, more and more consumers tend to choose products that pay attention to sustainable development in the production process and have less impact on the environment. P&g has also actively responded to this market change, through the use of environmentally friendly materials, optimize the production process and other ways, and strive to improve the environmental performance of products, and emphasize the environmental concept of the brand in marketing activities, thus winning widespread praise from consumers.

These characteristics of market demand have a profound impact on brand strategy. On the one hand, brands need to pay more attention to product differentiation and innovation in order to stand out in the fierce market competition; On the other hand, the brand also needs to actively assume social responsibility, pay attention to environmental protection and sustainable development, in order to establish a good corporate image and win the trust of consumers. The successful practice of P&G in these aspects undoubtedly provides valuable experience for Chinese local enterprises.

### **4.2 Competitive Environment Analysis**

The challenges and opportunities faced by Chinese local enterprises in the market competition are a multi-dimensional and constantly changing issue. With the deepening of global economic integration and the rapid development of digital and network technology, the market environment is becoming more and more complex and the competition is becoming more and more fierce.

From the perspective of challenges, local enterprises need to face the strong impact of international brands. Take Procter & Gamble as an example, as a global consumer goods giant, it has strong financial strength, advanced brand management concepts and mature marketing strategies. These international brands continue to squeeze the market share of local brands through global layout and local operations. The increasingly diversified and personalized consumer demand also puts forward higher requirements for the product innovation ability of local enterprises. How to accurately grasp the pulse of consumers in



the rapidly changing market has become an urgent problem for local enterprises.

Among the challenges, however, are opportunities. The popularity of Internet technology and the rise of e-commerce have provided more channels for local enterprises to reach consumers. Through new marketing methods such as social media and short videos, local brands can communicate more effectively with target groups and enhance brand awareness and reputation. The application of advanced technologies such as big data and artificial intelligence has also helped local companies make breakthroughs in market analysis, consumer insight and product research and development.

The state's support policies for local brands and the increasing recognition of domestic products by consumers also provide a good environment for the development of local enterprises. In recent years, many local brands have successfully achieved brand upgrading and market expansion with excellent product quality and unique cultural connotation.

In the market competition, Chinese local enterprises not only face the pressure and challenge from international brands, but also have many development opportunities. Local enterprises should give full play to their own advantages, keep up with market trends, and constantly innovate and change in order to stand out in the fierce competition and achieve sustainable development.

### **4.3 Impacts of Policies and Regulations**

The influence of the relevant policies and regulations of the Chinese government on the brand strategy of local enterprises cannot be ignored. With the in-depth development of market economy and the advancement of globalization, the policy environment has become one of the important factors shaping the competitive pattern of enterprises. Especially for local enterprises, the changes of policies and regulations are often directly related to the formulation and implementation of their brand strategies.

In recent years, the Chinese government has stepped up its efforts to protect intellectual property rights, a move that has had a profound impact on the brand strategies of local companies. Intellectual property rights are the core assets of a company's brand, and the protection of intellectual property rights not only helps to maintain the innovation achievements of the company, but also enhances the brand image and market competitiveness. Driven by the government, more and more local enterprises begin to pay attention to the application and protection of independent intellectual property rights, thus ensuring the long-term and steady development of brand strategy.

In addition, the government's attention to the protection of consumer rights and interests has also influenced the brand strategy of local enterprises to a certain extent. With the continuous improvement of the Protection Law of consumer rights and interests and the strengthening of enforcement, consumers are increasingly demanding product quality and service. This has prompted local enterprises to pay more attention to the improvement of product quality and service level in brand strategy to meet the increasingly diversified needs of consumers. In this way, local enterprises not only win the trust of consumers, but also stand out in the fierce market competition.

The implementation of environmental protection policies also has an impact on the brand strategy of local enterprises. Faced with increasingly severe environmental problems, the government has increased penalties for environmental violations and encouraged enterprises to adopt environmentally friendly technologies and materials. In this context, many local enterprises have actively responded to the government's call to integrate the concept of environmental protection into their brand strategy. By launching environmentally friendly products and participating in public welfare activities, these companies not only enhance their brand image, but also achieve sustainable development.

## **5. The Reference Significance of P&G's Brand Strategy for Chinese Local Enterprises**

### **5.1 Refining Success Factors**

P&G's best practices in brand management are reflected in its clear strategic positioning, excellent product quality, efficient brand communication and accurate data analysis. These key success factors together form the core competencies of P&G brand management, enabling it to continue to lead globally. For local enterprises, in-depth learning and learning from these best practices of P&G will undoubtedly help to improve their brand management level and market competitiveness.

In the Chinese market, diversification strategy has been regarded by many enterprises as an important means to expand business and enhance market competitiveness. As a leader in the field of global consumer goods, P&G's diversified brand

strategy has achieved remarkable success on a global scale, which undoubtedly provides valuable experience for Chinese local enterprises. Diversification strategy can help Chinese local enterprises resist market risks and improve their innovation ability, but diversification strategy is not suitable for all enterprises. In the implementation of diversification strategy, enterprises need to fully consider their own resources, capabilities and market environment and other factors to avoid risks caused by blind expansion. Enterprises should also pay attention to the synergy and integration between brands to ensure that the diversification strategy can really play a role in enhancing the overall competitiveness of the enterprise.

## 5.2 Market Adaptability and Innovation Ability

Procter & Gamble's strategy on market adaptation and innovation ability is undoubtedly one of the key factors for the success of its diversified brand strategy. Through in-depth analysis of these strategies, this paper can provide targeted learning and implementation suggestions for Chinese local enterprises.

P&g attaches great importance to market research, and adjusts its product line and market strategy in time by accurately grasping the changes in consumer demand. For example, in the Chinese market, P&G has launched a number of customized products for different consumer groups, from shampoo to detergent, covering almost every aspect of household daily cleaning. This flexible market adaptability enables Baojie to maintain a leading position in the fierce market competition.

In terms of innovation, P&G not only focuses on the technical innovation of products, but also focuses on the innovation of marketing models and channels. Through emerging channels such as the Internet and social media, P&G has successfully delivered its brand message to a wider consumer base. P&g is also actively exploring digital transformation, using big data and artificial intelligence technologies to optimize supply chain management and improve operational efficiency.

For Chinese local enterprises, in order to learn from P&G's market adaptation and innovation capabilities, they first need to strengthen their own market research capabilities. By gaining a deeper understanding of the needs and preferences of Chinese consumers, local companies can develop products and services that are more in line with market demands. Local enterprises should also pay attention to the development trend of emerging technologies and actively explore the path of digital transformation to enhance their competitiveness.

When implementing innovation strategies, local companies can learn from P&G's "trial and error" culture. P&g encourages employees to come up with new ideas and solutions, and to test their feasibility through experiments. This attitude of daring to try and accept failure helps enterprises find their own development path in continuous innovation.

P&g's successful experience in market adaptation and innovation ability provides valuable reference for Chinese local enterprises. By strengthening market research, focusing on technological innovation and digital transformation, and fostering an innovative corporate culture, local companies are expected to stand out in the fierce market competition and achieve sustainable development.

## 5.3 Reference Application Cases

In the Chinese market, many local enterprises have risen, many of which have successfully learned from Procter & Gamble's diversified brand strategy. These enterprises through in-depth study of P&G's success model, combined with their own market environment and resource characteristics, to create a unique brand development path.

Taking Libai Group, a well-known domestic daily chemical company, as an example, its brand building process is obviously affected by Procter & Gamble Company. Liby Group learned the importance of brand portfolio from P&G, and built a diversified brand structure to meet the needs of different consumer groups. Libai's "Libai", "Good Dad" and other brands, respectively for household cleaning, personal care and other market segments, formed a strong brand synergy. This strategy not only increased Liby Group's overall market share, but also enhanced consumer loyalty to the brand.

In terms of marketing strategy, Libai Group also draws on Procter & Gamble's precise market positioning techniques. Through in-depth research on the target consumer groups, Libai can accurately grasp the changes in market demand and launch new products that meet the expectations of consumers. Libai has also invested a lot of resources in advertising and channel construction, effectively enhancing brand awareness and influence. These moves echo P&G's approach to the market. Apart from Liby Group, another local company worth watching is Blue Moon. Blue Moon has made remarkable achievements in the field of washing products, and its success is largely due to the effective reference to P&G brand strategy.

Blue Moon focuses on product innovation and constantly introduces new products with high-tech content to meet consumers' pursuit of high quality life. Blue Moon has also made great efforts in brand building, and has won wide recognition from consumers by creating a unique brand image and word-of-mouth communication.

These cases of successful local brands show that learning from P&G's diversified brand strategy can indeed bring considerable competitive advantages to enterprises. However, it is worth noting that reference is not a simple imitation, but needs to be combined with the actual situation of the enterprise to carry out targeted innovation and development. Only in this way can local enterprises stand out in the fierce market competition and achieve sustainable development.

#### **5.4 Experience Summary and Enlightenment**

Learning from the experience and enlightenment of P&G brand strategy has far-reaching guiding significance for local enterprises. As a leader in the global consumer goods industry, P&G's diversified brand strategy has achieved remarkable success around the world, especially in the Chinese market. If local enterprises want to stand out in the fierce market competition, they must earnestly learn the brand wisdom of P&G.

P&G's brand management practice shows that a clear and unique brand positioning is essential. Through in-depth research on consumer needs, P&G has endowed each brand with a unique market positioning, thus achieving differentiated competition among brands. This is particularly critical for local companies, as consumer demand in the Chinese market is increasingly diverse and variable. Local enterprises should learn from the practice of P&G, through accurate market research, find their own brand unique selling points, and then occupy a place in the hearts of consumers.

The success of P&G's diversification strategy also provides valuable experience for local Chinese enterprises. Diversification is not only the expansion of product lines, but also a keen insight into market opportunities and consumer needs. By constantly introducing innovative products, P&G has met the needs of different consumer groups and created new growth points for itself. When implementing diversification strategy, local enterprises should pay attention to product differentiation and market segmentation, and avoid blindly following the trend or homogenizing competition.

In terms of market adaptation and innovation ability, P&G has also set a model for local enterprises. In the face of rapid changes and fierce competition in the Chinese market, P&G constantly adjusts its market strategy and strengthens localization innovation to adapt to the unique needs of Chinese consumers. In the process of learning from P&G, local enterprises should flexibly adjust brand strategies according to their own actual conditions, and pay attention to the integration of local culture and the connection of consumer emotions.

P&G's diversified brand strategy has important reference significance for local enterprises. From the precision of brand positioning to the implementation of diversification strategy, and then to the improvement of market adaptation and innovation ability, local enterprises can find inspiration and direction for their own development in the successful experience of P&G. Through continuous learning and practice, local enterprises are expected to achieve greater breakthroughs in the future market competition.

### **6. Conclusion**

P&G's brand structure and market positioning strategy show a high degree of synergy. Through precise market segmentation, it provides targeted brands and products for different consumer groups. When constructing brand strategy, Chinese local enterprises should learn from P&G's experience and make reasonable brand structure planning according to their own resources and market characteristics, so as to realize the complementarity and collaboration among brands. Procter & Gamble's innovation in marketing channels and communication strategies is also worth learning for local enterprises. P&G makes full use of digital marketing means to interact with consumers through multiple channels such as social media and e-commerce platforms, effectively enhancing brand awareness and user loyalty. It focuses on the integration of online and offline to create a comprehensive shopping experience. For local enterprises, they should keep up with the digital trend, optimize marketing channels, and enhance the efficiency of brand communication. Product innovation is the key for P&G to maintain brand competitiveness. P&G constantly invests in research and development, launches new products that meet consumer needs, and improves product quality through technological innovation. In the process of brand building, local enterprises also need to pay attention to product innovation to meet the increasingly diversified needs of the market.



P&g's diversified brand strategy provides valuable reference for Chinese local enterprises in brand positioning, marketing channels, product innovation and so on. Local enterprises should draw on the successful experience of P&G in combination with their own actual conditions and formulate more targeted and effective brand strategies to enhance brand influence and market competitiveness.

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