

MKT 313 - 002

Team 05 - Quip

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Brand Discovery

Unique Offering:

- Quip's mainstream offering is Electric toothbrush but beside that they also offer whitening strips, water flossers, floss string, and other oral care products. According to Dimensions of Dental Hygiene, Quip aims to turn oral care from a chore into a routine, to make brushing more enjoyable and efficient ([Quintero, 2025](#)). They also aim to use digital platforms to make it easier to maintain good oral health by keeping it simple, accessible, and enjoyable.
- Quip has a subscription that can be bundled with their electric toothbrushes, offering toothbrush head refills every 3 months for \$8 per month (only available through website)
- Quip's Smart Electric Toothbrushes pair to their app through Bluetooth to help track brushing habits and efficiency.
- Quip's toothbrush head refills are substantially smaller than competitor's refills, reducing toothbrush waste by 70% ([Time Magazine, 2025](#))

Target customer(s)

- Quips target Millennials and Gen Z (roughly 20s–30s), and consumers who are looking for simplicity, affordability, and aesthetically pleasing compared to traditional, bulky electric toothbrushes. Quip is largely a U.S.-focused brand, as their direct-to-consumer and retail distribution are primarily concentrated in the United States.
- Young women from ages 18-34 are most likely to invest in oral care, with young men from ages 18-34 are second most likely to invest in oral care ([Mintel, 2025](#)).

Promotion

- Digital first: Promote through social media and later partner with retailers to sell their product beside just selling through their website.
- Dentist/friend recommendations: word-of-mouth is an important touchpoint, especially in the dental hygiene industry.
- Email & SMS: Quip sends email and text messages to customers for subscription reminders, reward updates, promotional campaigns, etc.

Distribution

- Quip distributes through their online website and retail stores (Target, Walmart, CVS, Walgreens, Rite Aid, HEB)

Objectives

- To make oral hygiene a consistent habit
 - Quip Website: “A slim, modern electric toothbrush that’s easy to use, travel-friendly, and helps brushers actually want to brush”.
- Create long-term customers through their subscription
 - This creates brand loyalty through repeat purchases
- Becoming part of people’s lifestyle
 - Quip is “looking to become an oral care brand that sits firmly within someone’s healthy lifestyle.”

Problem facing

- Gap between Retail to Digital: A major hurdle Quip is trying to get over is getting their consumers who buy a physical kit at Target to actually register for the digital subscription

and subsequent rewards program they offer on their website. If a customer buys the brush but never signs up for refills, Quip loses the long term “Lifetime Value” that their business model depends on.

- Although majority of dentists recommend using electric toothbrushes over manual ones, only about 1/3 of people do ([Gale Business, 2026](#))

Primary Research

1. Qualtrics Survey: https://umich.qualtrics.com/jfe/form/SV_0HYc1tm7koqP08u

- Prescreening variables from Prolific
 - Current country of Residence: United States
- Survey Questions:
 1. Please select your age range
 - a. 18-25
 - b. 26-35
 - c. 36-45
 - d. 46-55
 - e. 56-65
 - f. 65+
 2. What is your gender?
 - a. Male
 - b. Female
 - c. Non-binary / third gender
 - d. Prefer not to say
 3. How would you describe your relationship status?
 - a. Single
 - b. Married
 - c. In a relationship
 - d. Other: text entry

4. What is your employment status?
 - a. Employed full time
 - b. Employed part time
 - c. Seeking opportunities
 - d. Retired
 - e. Student
 - f. Other: text entry
5. Which of the following household income brackets do you fall in?
 - a. Less than \$25,000
 - b. \$25,000 - \$50,000
 - c. \$50,001 - \$75,000
 - d. \$75,001 - \$100,000
 - e. Over \$100,000
 - f. Prefer not to say

Page Break

6. Select all oral care products you currently use (**SELECT MULTIPLE QUESTION TYPE**)
 - a. Manual Toothbrush
 - b. Electric Toothbrush
 - c. Toothpaste
 - d. Manual Floss
 - e. Water Floss
 - f. Mouthwash
 - g. Tongue Scraper
 - h. Whitening Strips
 - i. Other: text entry
7. How often do you brush your teeth?
 - a. Once a day
 - b. Twice a day
 - c. More than twice a day

- d. A few times a week
 - e. Rarely
8. Please rank the following from most to least important when considering purchasing oral care products **(RANK-BASED QUESTION)**
- a. Product performance
 - b. Dentist recommendations
 - c. Price
 - d. Convenience (easy refills, easy to replace parts)
 - e. Design / aesthetic
 - f. Features (electric vibration, timer)
 - g. Brand reputation
 - h. Sustainability / eco-friendly materials
 - i. Other: text entry
9. On average, how much are you willing to spend on the following oral hygiene products? (Scale from \$0 - \$100) **(SCALE QUESTION)**
- a. Manual toothbrush
 - b. Electric toothbrush
 - c. Manual floss
 - d. Water floss
 - e. Toothpaste
 - f. Whitening strips
 - g. Toothbrush accessories (e.g. toothbrush covers, toothbrush holders, toothbrush stand)
10. What information resources do you use, if any, when deciding what oral care products to purchase? **(SELECT MULTIPLE QUESTION TYPE)**
- a. Dentist recommendations
 - b. Friend/family recommendations
 - c. Social media (TikTok, Instagram, etc.)
 - d. Online Reviews
 - e. Product packaging information (e.g. words on the packaging)
 - f. None

11. Where do you shop for oral care products? (**SELECT MULTIPLE QUESTION TYPE**)

- a. Amazon
- b. In person / brick and mortar store
- c. From a brand's website
- d. Other: text entry

12. Which oral care brands are you familiar with? (**SELECT MULTIPLE QUESTION TYPE**)

- a. Colgate
- b. Crest
- c. Oral-B
- d. Philips Sonicare
- e. Quip
- f. Burst
- g. Hello Products
- h. Other: text entry

Page Break

13. How valuable would the following features be to you when choosing an electric toothbrush? (0-10: 0=Not valuable, 5=neutral, 10=extremely valuable) (**SLIDER QUESTION**)

- a. Automatic refill subscriptions
- b. Affordability
- c. Dentist credibility
- d. Technology features (timer, multiple brushing intensities)
- e. App-based brushing tracking
- f. Sustainable materials

14. How often do you replace your manual toothbrush or, if you own an electric toothbrush, your toothbrush head?

- a. Every 3 months
- b. Every 4-6 months

- c. Once a year
- d. Only when it looks worn out
- e. Other: text entry

15. Which types of subscription services do you currently use? **(SELECT MULTIPLE QUESTION TYPE)**

- a. Streaming services (Netflix, Spotify, etc.)
- b. Food delivery subscriptions
- c. Clothing subscriptions
- d. Health or wellness subscriptions
- e. Product refill subscriptions
- f. None
- g. Other: text entry

16. How interested would you be in electric toothbrush head refills delivered every 3 months? **(SLIDER QUESTION)**

- a. Not interested at all
- b. Not very interested
- c. Neutral
- d. Somewhat interested
- e. Very interested

17. What would make you hesitant to sign up for automatic head refills delivered every 3 months? Select all that apply. **(SELECT MULTIPLE QUESTION TYPE)**

- a. I prefer to buy products only when I need them
- b. I might forget to cancel the subscription
- c. It could become too expensive over time
- d. I don't replace toothbrush heads that frequently
- e. I prefer to shop for oral care products in stores
- f. I don't trust subscription services
- g. Nothing - I would consider subscribing
- h. Other: text entry



18. Please review the toothbrushes shown in the image above. Quip sells this electric toothbrush for \$100 and offers a subscription service where you receive a new brush head refill every 3 months for \$8. This toothbrush has 10 intensities, a touch bar control & display, and connects to an app to track your brushing habits. Which option best describes what you would most likely do?
- a. I would purchase the toothbrush and subscribe to the refill service
 - b. I would purchase the toothbrush but not subscribe
 - c. I might consider purchasing the toothbrush but would not subscribe
 - d. I would not purchase the toothbrush
19. Which of the following best describes your familiarity with the oral care brand, Quip?
- a. I have never heard of Quip
 - b. I have heard of Quip but never used it
 - c. I have considered purchasing Quip
 - d. I currently use Quip

2. Focus Group

The purpose of this focus group is to learn how consumers (specifically those within the Gen Z and Millennial demographic) perceive Quip as a brand, what factors contribute to their perception of Quip, and if/how they perceive Quip as being different from more traditional brands such as Oral-B or Colgate.

During the focus group, we will lead the conversation by asking participants open-ended questions. This will allow the participants to provide detailed descriptions of their thoughts and experiences related to the Quip brand.

Some of the specific questions we plan to ask during the focus group include:

1. What comes to mind when you hear the name of the brand Quip?
2. How would you compare/describe the brand Quip to other toothbrush brands?
3. What do you believe Quip is targeting as an audience?
4. Is Quip viewed as more modern and/or different from traditional oral care brands? If so, why?
5. In addition to product functionality, to what extent does packaging, design, and advertising influence your perception of the Quip brand?
6. Based upon your perception of the Quip brand, would you consider purchasing a Quip toothbrush? If not, why?

Secondary Research

- We will be using Mintel to track consumer behavior.

- [Oral Care in 2025](#)
 - Goes into depth about different types of oral care products, usage of products, and shopping habits around it.
- We will be using Brandwatch to gather data on what is trending about oral hygiene products online. We will use this to find influencers or communities regarding oral hygiene, consumer trends and conversations, mentions of Quip on social media, and to measure any campaign performances.
- We will be using IBISWorld to gather data on industries in the US that Quip is a part of.
 - [Cosmetic and Beauty Manufacturing in the US](#)
 - [Mouthwash Manufacturing in the US](#)
 - [Producer Price Index: Toothpastes, denture cleaners, mouthwash](#)
 - [Cosmetic Dentists in the US](#)
 - [Online Small Electrical Appliance Sales in the US](#)
- We will be using Statista to identify Quip's competition. Along with gathering data on competition, we will also use Statista to track oral hygiene routines, popular brands that sell oral hygiene, and more.
 - [Oral Health and Dental Care in the US](#)
 - [Share of U.S. adults who brushed their teeth and flossed every day as of 2023, by race/ethnicity](#)
 - [Unit sales of oral care products in the United States in 2023, by category](#)
 - [Revenue in the oral care segment in the United States from 2018 to 2030](#)
 - [U.S. population: How many times do you use a power toothbrush on an average day?](#)

- [U.S. population: How many times do you use a Philips Sonicare power toothbrush on an average day?](#)
- [U.S. population: How many times do you use a store brand manual toothbrush on an average day?](#)
- [U.S. population: Preferred brands of power toothbrushes from 2012 to 2020](#)
- [U.S. population: Most used types of power toothbrushes from 2012 to 2020](#)
- Lastly, we will be doing a brand analysis including digital media analytics (e.g., website, social, reviews). We plan to use EMarketer, but also several other tools to track Quip's digital presence.
 - EMarketer, [The Pulse of the Consumer: Personal Care and Beauty Survey 2025](#)
 - Page Speed, Website Security & Privacy, Tracking Pixels, Keyword Strategy (See Appendix A)

Tasks and Timeline

- We are going to attend our weekly meetings on Sunday Nights at 7 PM and update each other on tasks and assignments.

Lexi	• Conduct Secondary Research (Competitor Platform Analysis and Social Listening) • Find 1-2 people for Focus Group • Discuss Preliminary Recommendations • Oversee Final Presentation Creation (Canva)	• Finalize Qualtrics Survey Meeting 03/22 • Team Check-In 03/23 • Research Done 03/27 • Discussion about Recommendations and Focus Group Meeting 03/29 • Research Summary Due 04/01 • Final Presentation Due 04/13
Isabella	• Oversee Qualtrics Survey • Monitor and compile survey responses • Find 1-2 people for Focus Group • Discuss Preliminary Recommendations	• Finalize Qualtrics Survey Meeting 03/22 • Team Check-In 03/23 • Survey Live 03/23 • Survey Results 03/25 • Discussion about Recommendations and Focus Group Meeting 03/29 • Research Summary Due 04/01 • Final Presentation 04/13
Grace	• Oversee Qualtrics Survey • Conduct secondary research (Brand Analysis) • Find 1-2 people for Focus Group • Discuss Preliminary Recommendations	• Finalize Qualtrics Survey Meeting 03/22 • Team Check-In 03/23 • Survey Live 03/23 • Survey Results 03/25 • Research Done 03/27 • Discussion about Recommendations and Focus Group Meeting 03/29 • Research Summary Due 04/01 • Final Presentation 04/13

Mariah	● Oversee Focus Group Research ○ Find 1-2 people for Focus Group ● Discuss Preliminary Recommendations	● Finalize Qualtrics Survey Meeting 03/22 ● Team Check-In 03/23 ● Start Focus Group Research 03/25 ● Finish Focus Group Research 03/31 ● Discussion about Recommendation and Focus Group Meeting 03/29 ● Research Summary Due 04/01 ● Final Presentation Due 04/13
Vibhuti	● Conduct Secondary Research (Consumer Behavior Analysis and Industry Analysis) ● Find 1-2 people for Focus Group ● Discuss Preliminary Recommendations	● Finalize Qualtrics Survey Meeting 03/22 ● Team Check-In 03/23 ● Research Done 03/27 ● Discussion about Recommendation and Focus Group Meeting 03/29 ● Research Summary Due 04/01 ● Final Presentation Due 04/13

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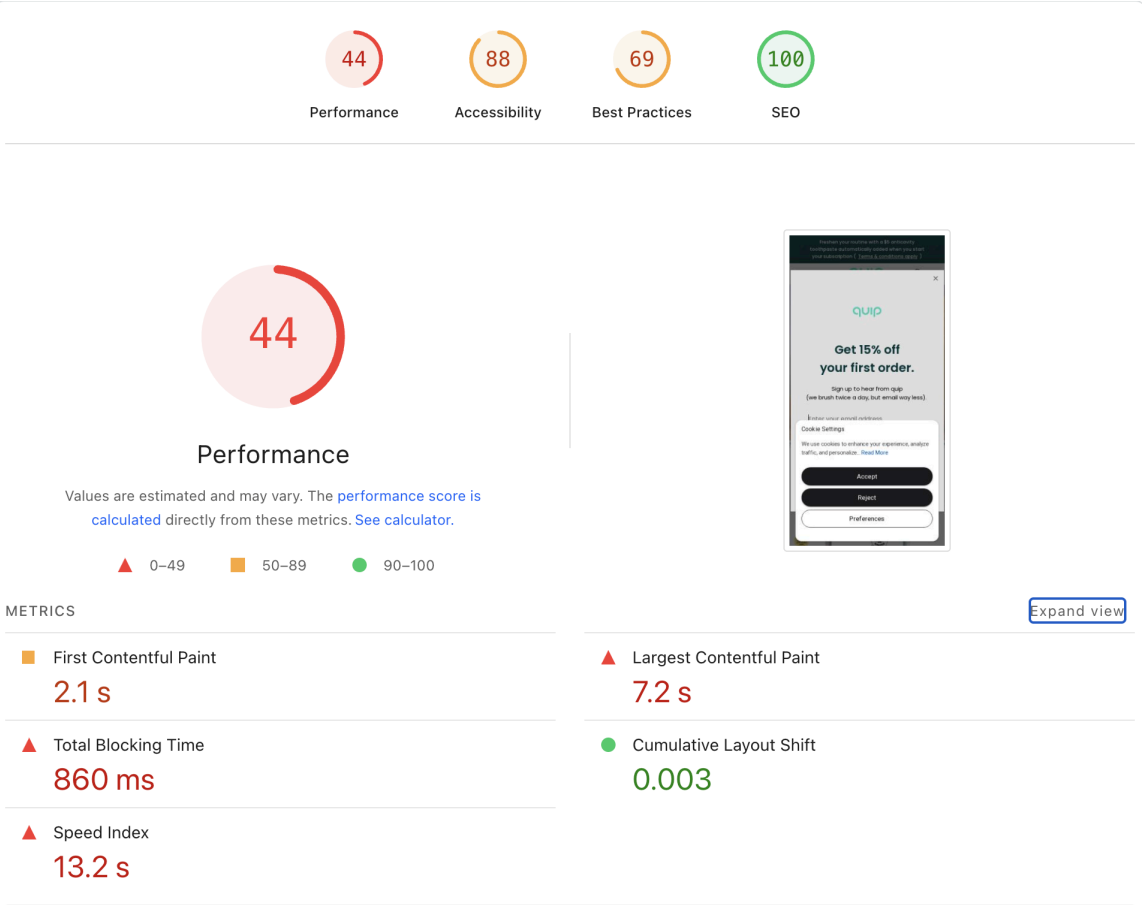
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Appendix

Appendix A

Digital Media Analytics Results:

- 1. Mobile Friendliness Test
- 2. Page Speed



SSL Checker

Use our fast **SSL Checker** to help you quickly diagnose problems with your SSL certificate installation. You can verify the SSL certificate on your web server to make sure it is correctly installed, valid, trusted and doesn't give any errors to any of your users. To use the SSL Checker, simply enter your server's public hostname (internal hostnames aren't supported) in the box below and click the Check SSL button. If you need an SSL certificate, check out the [SSL Wizard](#).

[More Information About the SSL Checker](#)

Server Hostname

-  [www.getquip.com](#) resolves to 23.227.38.74
-  Server Type: cloudflare
-  The certificate should be trusted by all major web browsers (all the correct intermediate certificates are installed).
-  The certificate will expire in 49 days.
-  The hostname (www.getquip.com) is correctly listed in the certificate.

4. Tracking Pixels

Analytics and Tracking				
 Salesforce CRM	Jun 2024	Oct 2025	\$	
 Klaviyo Audience Measurement Conversion Optimization Feedback Forms and Surveys Marketing Automation	Oct 2024	Mar 2026	\$	
 Klaviyo Learn	Jan 2026	Jan 2026		
 Shoplift A/B Testing AI	Jan 2025	Mar 2026	\$	
 Digioh Lead Generation	May 2024	Mar 2026	\$	
 Bazaarvoice Feedback Forms and Surveys Personalization	Jul 2025	Mar 2026	\$	
 GetEmails Conversion Optimization	Oct 2024	Mar 2026	\$	
 Rebuy A/B Testing AI Cart Abandonment Conversion Optimization Marketing Automation Personalization Product Recommendations Retargeting / Remarketing	Sep 2024	Mar 2026	\$	
 Heatmap Conversion Optimization Site Optimization Visitor Count Tracking	Oct 2025	Mar 2026	\$	
 Google Analytics Application Performance Audience Measurement Visitor Count Tracking	Oct 2014	Mar 2026		
 Google Analytics 4	Aug 2023	Oct 2025		
 Google Universal Analytics	Feb 2015	Nov 2024	⛔	
 Google Analytics Enhanced Ecommerce	May 2018	Jun 2021	⛔	
 Google Analytics Ecommerce	Mar 2019	Mar 2020	⛔	
 Google Analytics Classic	Oct 2014	May 2024	⛔	
 Bing Universal Event Tracking Conversion Optimization Retargeting / Remarketing	Mar 2016	Mar 2026		
 Facebook Pixel	Oct 2015	Oct 2025		
 Facebook Signal	Sep 2017	Oct 2025		

5. Keyword Strategy

ONE WORD PHRASES

Result	Keyword	Frequency	Density	Keyword options
1	cart	26	4.30%	KW options ▾
2	close	24	3.97%	KW options ▾
3	sonic	23	3.80%	KW options ▾
4	toothbrush	23	3.80%	KW options ▾
5	add	20	3.31%	KW options ▾
6	mobile	18	2.98%	KW options ▾
7	new	13	2.15%	KW options ▾