

Lysol as household product

[Science](#), [Chemistry](#)



If the consumer thinks Lysol will prevent H1N1 the more Lysol will be sold. This will help expand the Lysol brand from just a cleaning product into a necessary household item. It would be very easy to persuade the consumer to buy Lysol if the idea it will keep H1N1 away.

Lysol has been transforming its product for years. One example is creating the spray can. Another is creating better smells. Instead of the medicinal smell of the fifties, now Lysol smells of flowers and fruits. Wipes and hand sanitizers are the newest things that need to be promoted through advertising. This transformation of the product needs to be pointed out. Lysol is not the only disinfectant spray, wipe, or cleaning solution. Other brands like Clorox, Pine-sol, and so forth have brand name recognition also. Lysol has been around for a long time, but so have the others. Lysol can kill germs, but so can the others. The difference is brand recognition. Lysol has been a trusted brand many have grown up with. Instilling the preference of one brand over another can only be achieved through skillful advertising.