

Fair and handsome cream | marketing

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Emami, in collaboration with Activor Corp, USA, herbalists and dermatologists from India has created a unique fairness cream for Men with a breakthrough Five Power Fairness System to make skin fair and handsome in 4 weeks. It also helps in relieving stress and fatigue signs – gives men's tough skin a firmer look. Emami Fair And Handsome World's No. 1 fairness cream protects men's face from sun's UV Rays.

Fair and handsome is a brand that created the Men's fairness cream segment in India. Launched in 2005, the brand became the creator and the market leader of this segment. Emami was looking for ways to challenge the Fair and Lovely brand from HFAIR & HANDSOME. Emami had a brand Naturally Fair which was small compared to FAL.

Emami went for serious customer research which showed that 25-30% of customers of Fairness creams were men. That customer insight paved way for a specialized brand for men. Fair and Handsome is targeted at young urban men aged 15- 35. The brand was launched with much promotion across visual media.

A fair complexion has always been associated with success and popularity & handsomeness. Men and women alike desire fairness, it is believed to be the key to a successful & handsome life. Well for women the market is loaded with fairness cream but for men there has not been a single fairness cream.

The Fair and handsome is the name of the fairness cream which is manufactured exclusively for men. As we know that the men have got the very tough skin unlike the skin of the girls and they need some extra or something different to use for their face. Keeping these points in mind the

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Fair and handsome fairness creme is manufactured. This product is the productions of the company Imami. Imami is a great company, which produces many kind COSMETICS for women, and this is for the fist time for men. My husband uses the creme Fair and handsome and he is quite happy with this CREAM. The aroma of this creme is very good and keeps my husband feel fresh for a longer time. This CREAM does not make any one fair but is a good cream over all and gives a nice look when it is applied on the face

ADVERTISING STRATEGY

In the face of emerging competition Emami has moved aggressively to promote Fair & Handsome by roping in Bollywood icon ShahRukh Khan as its brand ambassador. The TVC featuring SRK is already on air.

According to a report in agency faqs, SRK was initially skeptical about endorsing a fairness brand for PR reasons, However Emami was able to convince SRK into endorsing this brand. Fair& Handsome is the first brand to target men. It was followed by Fair and Lovely extending itself to men's variant Men's Active. Now this segment is seeing lot of activity.

The campaign for Fair and Handsome is one of the lousiest campaign I have ever seen. Here the main character is depicted as a fool who gets into a ladies hostel to steal a fairness cream . I still cofair & handsomedn't understand why cofair & handsomedn't he just go to a supermarket and buy it.

The brand is being positioned as the fairness cream that can make men handsome and also attractive to girls. The brand uses the tagline: Be fair Be

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Handsome. Whether the campaign is lousy or not, after two years of launch, fair and handsome is worth Rs 45 Crore now commanding a market share of over 30-40% in the segment.

The brand has to be appreciated for creating a category. It is true that men uses creams meant for women. Hence there is a logic in creating a brand for men in this category. The total fairness market is estimated to be around Rs 900 crore and men's segment is around Rs 160 crore. Although Fair and Handsome has gained the first mover advantage, already competition is hitting up. HFAIR & HANDSOME has extended FAL into men's category with a variant Menz Active. Nivea and Lo'real also have moved into this segment. Unlike Fair and Handsome (FAH), other brands are little subtle in positioning their brands as a fairness cream.

‘ Handsome’ is the new mantra for Indian men!

Emami announces ‘ Mr Handsome Contest’ for the first time in India Mumbai, 30th October 2007: It was raining men and handsome men at that at the Emami Mr Handsome Contest held today at a glittering ceremony at India's fashion and entertainment hot seat – Mumbai. Emami Ltd, the personal care and healthcare major, introduced a contest that will give India its very first ‘ handsome’ winner of a male beauty pageant. The contest aims at redefining the concept of looking good and feeling great and revolutionizing it by adding new dimensions to it. Ten handsome finalists (out of a total of 973 entrants) sashayed down the runway today as they walked past celebrity judges Alyque Padamsee, Marketing and Advertising Guru, Ashok Salian, ace photographer of India and last but not the least, singer and actor par excellence Sharon Prabhakar. The show was directed by none other than

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choreographer and grooming expert Achla Sachdev. The magnum opus witnessed a marked difference in the way male looks have been re-defined.

Commenting at the launch, Mohan Goenka, Director, Emami Group of Companies said, “ We have launched the Emami Mr Handsome Contest with the sole intention of giving India its very own handsome winner. We at Emami have always spotted trends in the male grooming segment and have tried to imbibe them to enhance our product portfolio for men. This contest will not only set industry standards when it comes to the concept of male looks but also when it comes to influencing this segment. To begin with, we have started Emami Mr Handsome Contest from Mumbai this year but since this contest is our intellectual property, we very soon plan to take it national.”

Emami covers all the states with 29 depots across India and enjoys a wide distribution network comprising 2500+ distributors and a direct coverage of 4. 15 lacs outlets. To felicitate this distribution strength, Emami has 1200+ strong and motivated Sales Force including both direct & indirect manpower operating in the market.

Modern Trade: With the change of scenario in retail market the Company has drawn an extensive coverage plan for targeting customers in modern format outlets effectively selling in the market directly or through exclusive distributors. A specialized Sales Force has also been developed to service these ever growing Modern Retail outlets. Currently, the Company is covering over 4000+ key accounts and is expected to double the sales in 2008-09.

In order to bring in complete retail focus to the business through direct reach and distribution, the Company has also undertaken an aggressive plan to identify Focus States in the country. The objective behind this is to increase strong numeric distribution, reduce dependency on wholesale, initiate extensive BTL activities, strengthen rural coverage and introduce smart sales force to counter any competition.

TARGETING MARKET

For this, Emami has started test marketing Fair & Teen, a fairness creams that targets the young in the south. It already has a fairness cream for men, Fair & Handsome and Fair & Ageless that targets women.

The launch is on an experimental basis and we wofair & handsomed soon roll it out to the rest of India. We chose the South as the region contributes 30 per cent to our overall sales of fairness cream,” said Goenka. Fair & Ageless is targeted at women above 30 years of age and is available all over India.

Both the products come in three different sizes and are priced between Rs 7 and Rs 57. The company has tied-up with Activor Corp, USA , for ingredients and technical know-how. Emami executives claim that these fairness creams offer more than just lightening the colour of skin. For example, ‘ Fair & Teen’ has ingredients like polypeptide, saffron and sandalwood to take care of pimples and acne for youngsters, while ‘ Fair & Ageless’ contains pentapeptide, aloe vera and grape seed to help older women get rid of wrinkles.

The company, so far, has registered sales worth more than Rs 2 crore for ‘ Fair & Teen’ and is targeting Rs 5 crore turnover end of this fiscal.

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The Emami Group of Companies, specialising in personal care and health care products, has signed on Bollywood superstar Shah Rukh Khan to endorse Emami Fair and Handsome, its cream brand for men.

According to Emami executives, Khan was an obvious choice as the actor has been the brand ambassador for various other brands under the Emami Group, such as Himani Navratna Oil, Himani Navratna Cool Talc, and Himani Sona Chandi Chyawanprash.

“Shah Rukh was not very keen on being a part of a fairness cream commercial, as he didn’t want to come across as being biased or judgemental on the concept of fairness,” reveals Mohan Goenka, director, Emami Group of Companies. However, as SRK and the company happen to share a good working relationship, the idea materialised.

The endorsement deal is for a period of two years, starting 2007. Mumbai-based Situations Advertising, the agency on record for the product’s advertising, along with Bhargav Krishnan of Eighty One, has created and produced the TVC. The ad film has been directed by film director Shirish Kunder and produced by Red Chili.

The company is banking on the TVC to spread the message of fairness creams no longer being the domain of the ‘fair sex’. The fact that 75 per cent men use fairness creams made for women prompted the launch of this product. Executives at Emami Fair and Handsome go so far as to claim it to be the world’s first fairness cream for men.

Media specifically designed to reach a very large audience such as the popfair & handsomeation of a nation state. The term was coined in the 1920s with the advent of nationwide radio networks, mass-circfair & handsomeation newspapers and magazines. However, some forms of mass media such as books an manuscripts been in use centuries. The term public media has a similar meaning: it is the sum of the public mass distributors of news and entertainment across media such as newspapers, television, radio, broadcasting, which may require union membership in some large markets such as Newspaper Guild, AFTRA, and text publishers

Traditional methods of advertising, such as TV, radio commercials and newspaper ads can be very expensive. If you are getting ready to open a new restaurant, or if you are looking for a way to promote you existing restaurant and don't have a very big advertising budget, there are still several ways to promote your restaurant, even on a shoe string budget

Although your pricing strategy may be based on the strategy devised by others, you shofair & handsomed study this plan and the strategies used by competitors. That way you will acquire a thorough understanding of how to price your product, and you can determine if your prices are in line with competitors, if they are in line with industry averages and what adjustments you can make to bring them in line.

The key to success is to have an well-planned strategy, to establish your policies and to constantly monitor prices and operating costs to ensure profits. Keep abreast of changes in the marketplace because these changes can affect your bottom line.

Develop a promotional strategy that uses various media for promoting your business. Monitor the different media identifying those that most effectively promote your business. Concentrate on developing material for these formats that clearly identifies your services, its location and price.

Since financial institutions weigh the soundness of your marketing plan when deciding whether your business is a good risk for their money, it is important that you prepare and present credible market data that shows there is a need in the community for your business and that demonstrates your ability to compete

Direct delivery of certificate or certification mark — FAIR & HANDSOME and its many affiliates are accredited to issue certifications or certificates for many key markets, including but not limited to the following: C-FAIR & HANDSOME Mark (Canada), D Mark (Denmark), DENAN PSE Mark (Japan), S Mark (Japan), GS Mark (Germany/Europe), S Mark (Argentina), INMETRO Mark (Brazil), ATEX Certificates (Europe), CB test certificates and IECEX certificates of conformity.

Intermediate applicant services — Once the required certifications/marks are identified, FAIR & HANDSOME can project manage the entire certification process. FAIR & HANDSOME will complete required forms, coordinate sample management, pay submittal fees in appropriate currency, prepare certification-ready documentation packages, and communicate with applicable certification organizations to obtain the certification marks or certificates.

COMPANYs and inspections — FAIR & HANDSOME is authorized to conduct initial and follow-up factory audits and inspections on behalf of many other certification organizations as required to complete and maintain certifications.

Certification management services — FAIR & HANDSOME can maintain certification records for a manufacturer's products and coordinate all necessary actions required to keep the certifications valid, such as annual audits, follow-up testing and certificate renewal.

Technical file preparation services — Documentation supporting conformity to requirements is frequently needed under EU directives for CE Marking compliance. FAIR & HANDSOME can prepare a file based on information/data supplied by the manufacturer or generated by FAIR & HANDSOME to support the manufacturer's declaration of conformity.