

Imc tools used by lux



**ASSIGN
BUSTER**

The great Indian brand wagon started nearly four decades ago. Great brands sometimes outlast their ambassadors as proven by Lux which celebrated its 75th anniversary in India. The first ambassador, Leela Chitnis featured in a Lux advertisement which flagged off the Lux wagon. She gave way to a galaxy of stars which includes Madhubala, Nargis, Meena Kumari, Mala Sinha, Sharmila Tagore, Waheeda Rehman, Saira Banu, Hema Malini, Zeenat Amaan, Juhi Chawla, Madhuri Dixit, Sridevi, Aishwarya Rai and Kareena Kapoor. The last frontier for most actors aspiring to stardom is becoming a Lux ambassador.

The brand has outlasted many soaps. From the beginning, Lux became a household name across the country. Sales Promotion Sales promotion, a key ingredient in marketing campaigns, consists of a collection of incentive tools, mostly short term, designed to stimulate quicker or greater purchase of particular products or services by consumers or the trade. Whereas advertising offers a reason to buy, sales promotion offers an incentive to buy. Prominent Sales Promotion Schemes Used By LUX Lux presented 30 gm gold each to the first three winners of the Lux Gold Star offer from Delhi. According to the promotional offer that Lux unveiled in October 2000, a consumer finding a 22-carat gold coin in his or her soap bar got an opportunity to win an additional 30 gm gold. The first 10 callers every week got a 30 gm gold each.

The offer could be availed only on 100 gm and 150 gm packs of Lux soap. Lux Star Bano, Aish Karo contest: All one needed to do was buy a special promotional pack of Lux soap. The pack comes with a special scratch card. The 50 lucky winners and their spouses were flown down to Mumbai to live a

day like Aishwarya Rai would. They could also be given gift vouchers worth Rs 50, 000 from Shoppers' Stop along with an exclusively designed Neeta Lulla sari and a beauty makeover by Michelle Tung, Aishwarya's preferred designer and stylist. The piece de resistance was a dinner date with Aishwarya Rai herself. Lux celebrated 75 years of stardom with the Har Star Lucky Star activity.

All wrappers of Lux had a star printed inside them. If the consumer found written inside the star, any number from ? 1 to ? , she would get an equivalent discount (in rupees) on her purchase from her shopkeeper. If the consumer found ? 75 years? written inside the star, she will get a year' s supply of Lux free. Public Relations Not only must the company relate constructively to customers, suppliers and dealers, it must also relate to a large number of interested publics. A public is any group that has an actual or potential interest in or impact on a company' s ability to achieve its objectives. PR involves a variety of programs designed to promote or protect a company' s image or its individual productsLUX PR Activities Press relations: Lux has been maintaining constant communicating with its customers and potential customers, of the various developments taking place in the brand by using press relations. Events: Lux celebrated 75 years of existence in a grand way by unveiling Shahrukh Khan as their latest brand ambassador.

Kareena Kapoor, Juhi Chawla, Sridevi and Hema Malini graced the event and made it special. All the stars have endorsed Lux in the past. The event was held at the grand Intercontinental in Mumbai. Limited edition: Coming up with limited edition of the brand is also a way of attracting attention towards

the brand. It creates a buzz and a feeling of urgency to try out the product and helps in promotion of the brand. This strategy was also implemented by Lux by bringing out limited editions like Chocolate Seduction, Aromatic Glow, Festive Glow and Haute Pink. Labelling: The LUX Trade Character or Logo is present prominently on the package.

A novel metallic substrate packaging showcases the ingredients, and a female model is shown on the pack. Also displayed graphically are the key ingredients. Packaging: The colors are different for different variants such as saffron for the saffron variant, pink for the rose extracts etc. The Bars come in package sizes of 100g, 120g, 150 g . Lux has also launched a 45 g variant called Mini Lux priced at Rs. 5. Point of Purchases: The LUX is not given a notable placement on the shelves of different retail shops & departmental stores for its sales promotion.

Usually the company goes for wide display in the stores where it potential for its product. Different eye-catching decorations are made inside the store and in the showcase for outside display. These arrangements are made with the assistance of the sales people of the company. Advertisements: The message that the product reflects in its advertisements is the one that is usually narrated by the corporate itself. Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor. Ads can be a cost effective way to disseminate messages, whether to build a brand preference or to educate people. USP or the common thread through all the advertisements is the Presence of Movie Stars through the ages.

The product has been positioned on the basis of REFERENCE GROUP by using a celebrity popular at that point in time. Some amount of attribute positioning by mentioning the various ingredients has also been done. Lux campaigns have wooed millions of people over the decades. Popularly known as the beauty soap of film stars, Lux has been an intimate partner of the brightest stars on the silver screen for decades. An ode to their beauty, an announcer of their stardom, advertising campaigns on Lux have featured film stars across the nation, promising their beauty and complexion to ordinary women. With top movie stars– from Madhubala to Madhuri, from Babita to Karisma and Kareena having endorsed the goodness of Lux over generations, it was natural that the brand has built equity as the best beauty soap in India. From the beginning Lux, by using a leading film star of the time, has fulfilled the consumers aspirations of using beauty soaps via the rationale “ if it’ s good enough for a film star, it’ s good for me”.

Change in communication strategy However, the communication was slowly seen to be losing relevance, as consumers were beginning to question if the film star actually used the brand. In addition to this, several competitive beauty soap brands had begun advertising using similar methods of communication. In this context, the global brand team for Lux developed a new communication strategy. This strategy– bring out the star in you– for the first time moved the brand away from the long-running film star route. The film star still features in the new communication but not as her gorgeous self but rather as an alter ego/projection of the protagonist (a regular girl), for a few seconds of the entire ad. Thus, for the first time the film star was used as a communication device and not as the main feature of the ad. The move

away from the film star and her fantasy world to a regular Lux user, with the focus on the protagonist's star quality, is a change from the norms set by Lux advertising in the past.

With the new communication strategy, the film star is used purely as a communication device to portray star quality in every Lux user. This can be significantly seen in the latest TV commercial of Lux Crystal Shine where Priyanka Chopra is portrayed as a normal woman. This idea – bring out the star in you – puts the consumer at the heart of the brand's promise. This promise goes beyond the functional deliverables of soap, beyond bathing and the bathroom to the world outside. It's a world where with Lux on her side, an ordinary woman can impact her world with her own star quality. This is a successful attempt to bring the brand closer to its users and to give it a more youthful and contemporary image.

Selection of Media: There are number of Sources available for passing the product message. These are as follows: * Television * Outdoor (Billboards) * Magazines * Newspaper * Brochure * Internet Celebrity endorsements

Hollywood Since the 1930s, many well-known Hollywood actresses have marketed the soap to women as a beauty enhancer.

Advertisements have featured Dorothy Lamour, Joan Crawford, Laurette Luez, Judy Garland, Cheryl Ladd, Jennifer Lopez, Elizabeth Taylor, Demi Moore, Sarah Jessica Parker, Catherine Zeta-Jones, Rachel Weisz, Anne Hathaway, and Marilyn Monroe, among others. The first male to star in a Lux advertisement was Hollywood actor Paul Newman.

Bollywood Today, the brand is still heavily advertised in India using Bollywood stars. Madhubala, Mala Sinha, Hema Malini, Sridevi, Madhuri Dixit, Juhi Chawla, Karisma

Kapoor, Rani Mukerji, Aishwarya Rai, Amisha Patel, Kareena Kapoor and Tabu have all been past brand ambassadors. Priyanka Chopra is the present brand ambassador of Lux. In India Shahrukh Khan was the first male in a Lux advertisement. Public Relations: In order to build healthy relations with the consumers, the company has established a consumer department to manage the complaints of the end-users. A legal department is also dealing with the legal issues and media war.

If any news is published in a newspaper that harms the product image, a persuasive message is published in that newspaper to counter the rumor.

Sponsoring Events: The company goes for sponsoring events in order to heighten the company and brand image. Mostly the company goes for financing such kind of events in which its product has got some room to build likeness. The company also goes for sponsoring fashion shows in different cities. Distribution: LUX goes for indirect channel of distribution. The hierarchy of the distribution channel is as follows * Manufacturer * Distributor * Retailer * Consumer The distribution strategy pursued by the Unilever is intensive. It means that the product distribution is covering wide market.

There are regional headquarters of the company in all the big cities of the country. There is a distributor in each big city. In order to reach remote areas, a distributor engages a sub-distributor for a small area. The company is directly linked with the main distributor and the sub-distributor has no such direct contact with the company. The company provides the Life Buoy inventory to the main distributor that is further dispatched to retailers and sub-distributors. There is a regional manager of Unilever that employs Area

Sales Manager for a specific area then comes the Territory Sales Officer (TSO). TSO is directly linked with the distributors to set and achieve targets.

The targets vary from area to area and are set on the basis of history of the area sales. As the sales targets depend upon the area history of sales; these are usually achievable. If these targets are facing some kind of setback, the promotional schemes based on areas are announced as discussed earlier.

Advertisements: The message that the product reflects in its advertisements is the one that is usually narrated by the corporate itself. Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor. Ads can be a cost effective way to disseminate messages, whether to build a brand preference or to educate people. CONCLUSION Lux is the largest personal wash brand in the country with a value share of 17%.

Three in every five Indian consumers enjoy the luxurious bathing pleasure of Lux during the course of a year. This strong association with consumers has led to Lux becoming one of the most trusted brands in the country. Lux has retained its leadership status by strongly differentiating itself – no soap brand can claim to be more aspirational for the Indian consumer than Lux – ‘the beauty soap of film stars’. The last three years have seen Lux continue to grow far ahead of the market. It has gained close to 4% share in this period. A key initiative that has fuelled this growth has been the launch of Mini Lux – strategically priced at Rs. 5 to bring it within the reach of 300 million rural consumers.

The introduction of new perfume and ingredient variants, addressing new benefit segments, has been the other growth driver.