

# Mortein reflections



The dawn of vaporizers heralded a new dimension in the technology of mosquito repellents. They were odorless, smokeless and inconspicuously went about their task of getting rid of mosquito and other such flying pests. Mortein was one such participant in this endeavour to make homes mosquito free. Mortein was first manufactured as an insecticidal powder in 1870 and then moved to producing insect repellents. After changing hands it finally became part of the Reckitt Benckiser family, which is one of the fastest growing companies in India.

It came to India in 1993 took 3 years for a national roll-out with mosquito repellent as product. It entered the coil market with just one competitor, Tortoise, and was able to easily overtake it. Its products presently include coils, mats, vaporizers and rat poison. Mortein has advocated and positioned itself in the market as a provider of repellents that are not harmful to its users and contain natural ingredients that are both safe and effective. The mosquito repellent in India is one of tremendous potential as India is a tropical country that sees diseases like malaria, dengue fever, etc. on a regular basis. The market is valued at INR 200 billion with a CAGR of 15%. The more people are becoming aware of the dangers of mosquito borne diseases, the more has this market flourished. Other major players in the repellent market are All Out, Good Knight, Max, Bagging, etc. Mortein vaporizers (Vass) were launched in the Indian market in 1999, and were re-launched in 2004 with better graphics and packaging. In spite of seeing the possibility for growth in the market, Mortein currently ranks 3rd in mosquito repellent market behind Good Knight and All Out.

Some advertising agencies had recently described Mortem as a 'negative' product with its association with irritation, helplessness, worries and fear of diseases. This seemed to be causing an erosion of customer base. Another problem faced by Mortem was its late arrival on the Vass 'scene'. Hence, even though it had its USP as natural ingredients in its products, it failed to make up for lost time. There also seems to be a lack of innovation. The introduction of Vass is just another addition to the entire entourage of similar products in the mosquito repellent market.

The term Mosquito Mortality Rate (MR.) was coined by All Out, and it leads the market with the highest rate in his regard. A bigger issue is that Mortem makes up 20% of the Vass market, which itself is only half of the mosquito repellent market in India. Thus, the vaporizer itself is a major sales contributor but in a minority section of the market. The present market scenario for Mortem can best be analysed by the S. W. O. T. Analysis. SOOT is a renowned tool used for analysis of business.

It states the current scenario encompassing all factors that affect Mortem. The methods employed in order to scan the environment provide better insight as to the opportunities Mortem can innovate in. SOOT has been known for precision and is a better way of analyzing the 'negative' marketing strategy employed by Mortem. It will also provide valid information to Mortem to compare itself with its competitors. Although Mortem is a comfortable third place in the Vass market there is still scope for a tremendous increase in its market base.

It needs to think aggressively in its marketing, moving on the lines of positive reinforcement. It could also engage and use the internet to its advantage as it tries to carve a niche for itself. It has to realize that not only its competitors in these brands are eating into its profits, but with the advent of electric insect killers and electric racquets. The group is happy with Mortem's new idea off re-launch through the view point of 'Mom and Mortem'. However, there is a further need for aggressive marketing.

Mortem knows that it has something different to offer its users. It needs to put it out there. The use of pap machines that can have only Mortem refills screwed in is an interesting touch, and a unique way of dealing with it.

However, some suggestions to improve the brand image would be: \* Battery operated vaporizer devices: solutions for rural areas \* Vaporizers that are like Doing: Packets that could be cracked open and hung up in the room \*

Promote CARS activities: Improves brand imaging.