

# [Toothpaste study essay sample](https://assignbuster.com/toothpaste-study-essay-sample/)

Introduction   
Toothpaste is a paste or gel dentifrice used with a toothbrush as an accessory to clean and maintain the aesthetics and health of teeth. Toothpaste is used to promote oral hygiene: it serves as an abrasive that aids in removing the dental plaque and food from the teeth, assists in suppressing halitosis, and delivers active ingredients (mainly fluoride) to help prevent tooth and gum disease (gingivitis).[1] Most of the cleaning is achieved by the mechanical action of the toothbrush, and not by the toothpaste. Salt and sodium bicarbonate (baking soda) are among materials that can be substituted for commercial toothpaste. Toothpaste is not intended to be swallowed, but is generally not very harmful if accidentally swallowed in small amounts. Pepsodent

Pepsodent is a brand of toothpaste with a minty flavour derived from sassafras. The brand is owned by Unilever, but in 2003 the rights to the brand in the United States and Canada were bought by Church and Dwight.[1] The history of Pepsodent goes back at least to the 1920s.

It was advertised for its purported properties fighting tooth decay, attributed in advertisements to the supposed ingredient Irium. Irium is another word for sodium lauryl sulfate, an inexpensive ionic surfactant.[2] However, in a 1994 speech, then-FCC chairman Reed Hundt claimed that the “ Irium” mentioned in Pepsodent advertisements “ didn’t exist”.[3] Pepsodent was a very popular brand before the mid-1950s, but its makers were slow to add fluoride to its formula to counter the rise of other highly promoted brands such as Crest and Gleem toothpaste by Procter & Gamble, and Colgate’s eponymous product; sales of Pepsodent plummeted. Today Pepsodent is a “ value brand” marketed primarily in discount stores and retails for roughly half the price of similarly-sized tubes of Crest or of Colgate. About hindustan unilever

HUL works to create a better future every day and helps people feel good, look good and get more out of life with brands and services that are good for them and good for others. With over 35 brands spanning 20 distinct categories such as soaps, detergents, shampoos, skin care, toothpastes, deodorants, cosmetics, tea, coffee, packaged foods, ice cream, and water purifiers, the Company is a part of the everyday life of millions of consumers across India. Its portfolio includes leading household brands such as Lux, Lifebuoy, Surf Excel, Rin, Wheel, Fair & Lovely, Pond’s, Vaseline, Lakmé, Dove, Clinic Plus, Sunsilk, Pepsodent, Closeup, Axe, Brooke Bond, Bru, Knorr, Kissan, Kwality Wall’s and Pureit. The Company has over 16, 000 employees and has an annual turnover of around Rs. 21, 736 crores (financial year 2011 – 2012). HUL is a subsidiary of Unilever, one of the world’s leading suppliers of fast moving consumer goods with strong local roots in more than 100 countries across the globe with annual sales of about €46. 5 billion in 2011. Unilever has about 52% shareholding in HUL.

New   
Pepsodent was launched in 1993 in India and since then the brand has raised the benchmark on Oral Care solutions in India. Pepsodent has a range of toothpastes and toothbrushes that could take care of specific oral care needs. Pepsodent toothpaste fights germs to protect teeth against cavities and gives strong teeth, fresh breath and healthy gums. Pepsodent as an oral care expert offers solution to specific problems like bleeding gums and sensitive teeth. Unique Formulation

Pepsodent’s unique Germicheck formula is fortified with ingredients that remove up to 95% germs in 2 minutes. As a result it prevents common oral problems such as tooth decay, toothache, gum diseases, plaque and provides strong and white teeth with a fresh breath. Communication

Pepsodent communicates the importance of maintaining a good oral hygiene. While it primarily targets the children, Pepsodent aims at raising awareness among care-givers to promote brushing after every meal especially before going to bed at night and in the morning after breakfast. The brand conducts school programmes and runs a Dentibus which primarily provides basic dental care to communities which do not have access to a dentist. Offering Choice

With our understanding of local needs and preferences, Pepsodent introduced a Toothpowder format. This has gained immense popularity over the years. The toothpowder is available in two sizes: 50g & 100g. Expanding the Portfolio

Pepsodent expanded in to the toothbrush category in September 2007 with a view to offer its consumers with better oral hygiene. Since February 2011, local production of toothbrush has started with the variant Pepsodent Fighter.

From our range   
Toothpaste

Pepsodent’s unique Germicheck formula is fortified with ingredients that remove up to 95% germs in 2 minutes. The “ magnets” in the toothpaste sticks to germs as you brush and destroys them. Pepsodent Whitening whitens teeth in 2 weeks. It contains Perlite, an effective polishing agent while helps removes stains. Its formula is clinically proven to bring back and maintain the natural whiteness of your teeth. Pepsodent Herbal contains the power of 5 natural elements – Basil Leaf, Mint Leaf, Cardamom, Natural Calcium and Salt. Its flouride and calcium makes stronger teeth and prevents tooth decay. Thus, it allows you to eat your favorite food as much as you want. Toothpowder

Pepsodent toothpowder’s Germicheck Plus formula fights against germs. Its calcium helps to prevent tooth decay. Toothbrush   
The three angled design of Pepsodent Fighter allows the brush to reach comfortably all the way to the last tooth. Brush head shape is inspired by index finger for better reach. Its inter-dental bristles profile cleans in-between teeth effectively and is soft so that they don’t hurt gums. Service offered

Pepsodent is the oldest and most well-known toothpaste in India, since the beginning of its existence has always provided more than just basic efficacy. Pepsodent was the first toothpaste in India that launches fluoridated paste back in 1980s and the only paste in Indonesia that actively educates and promotes proper habit of brushing through school program and free dental check up service. Pepsodent has completed its range product from basic cleaning to complete benefit paste ever since. Pepsodent School Program & Free Dental Check Up

Pepsodent is the only toothpaste brand in India that really put its mission into action. Cooperation with Indian Government of Health and Education Departments and recognized by local dentist association (PDGI), since 1990s Pepsodent has done School Program which is until 2006 it has reached more than 3. 2 million children under 12 years old in all over Indonesia and the number still growing. This program promotes proper and early habits of brushing teeth to prevent any dental problems, especially cavities.

Pepsodent understand that many parts of India have dental problems and also faced with lower ratio of dentist and population itself. That is why Pepsodent Free Dental Check Up program is specifically designed to reach these people by giving free dental treatment & education in fun and approachable way so that with the program, the whole family can have better oral health and good oral habit. It is also an effort to encourage Indian people to go to dentist regularly as a part of cavity prevention habit. Pepsodent Night Brushing Campaign

Habit & Attitude survey has indicated that only about 34 % of Indonesian people brush their teeth before going to bed. Even from clinical research found that in early morning bacterial counts are multiplying two times faster at night than any other time in the day. This implies that bacterial growth increases the most during the night and can increase possibility of cavity. Recent evidence also supports brushing with fluoride toothpaste before going to bed at night due to its extended protect for a longer time at night. That is why Pepsodent feel the need to use Night Brushing as its health campaign to make Indian people brushing their teeth before going to bed at night as a part of cavity prevention habit. Location

Africa Americas Asia Pacific Europe Middle East   
Promotion   
Pappu and Pappa know that brushing day and night isn’t just good for your teeth – it can be fun too! Check out their clever hints and tips to help get the whole family brushing.   
SET UP A BRUSHING CONTRACT!   
A Brushing Contract is a promise between parents and children to brush day and night for three whole weeks.

It’s easier for kids to go the distance with the promise of a reward after the Brushing Contract ends. Plus, they’ll feel you’re more involved with the threat of forfeits! \* tooththermometer

Abstract

Hindustan Lever Limited (HLL), the Indian arm of Unilever, the multinational FMCG major, tried to increase its market share in the Indian oral care market through the launch of its toothpaste brand Pepsodent. The caselet speaks about the methods the company adopted to position Pepsodent as a toothpaste aimed at providing the oral health benefit. The caselet examines the campaigns undertaken by the company to promote the brand among its target market. Issues:

» The role of product differentiation in making a consumer try out a new product » How competitive advantages get eroded quickly in a marketplace » The need to align oral care awareness programs with promotional campaigns for developing the market for oral care Introduction

Colgate-Palmolive (India) Pvt. Ltd. (CPPL) was the company which introduced toothpaste in India with the launch of Colgate Dental Cream (CDC) in 1937. Till the 1980s, the company faced very little in the way of competition and enjoyed the position of market leader. The early 1980s saw the launch of Promise by the Balsara Group…

Questions for Discussion:

1. Close-Up was one of the earlier toothpastes to be launched in India. It also had a clear positioning – offering the freshness benefit to the   
consumer. Yet the market share of the brand came down. What are the possible reasons for the decline in the share of Close-Up over the years?

2. What were the advantages that HLL derived by having two brands targeting two different sections of consumers?

MARKETING STRATEGY PEPSODENT

It’s the marketing strategy of the company that can either do wonders or blunders for the brand. If a product has a life cycle so does the marketing strategy has.

Introduction:   
• Pepsodent -was launched in 1993 by HINDUSTAN LEVER LTD to cater to the oral needs of the customers. its Products includes toothpastes and toothbrushes. • The various toothpaste variety are pepsodent Germicheck, Whitening , 2in1, Center Fresh, Gum Care, Sensitive, Kids. It was earlier positioned as a germ fighter focusing more on the process than on the result. Pepsodent have experimented with its positioning althrough its life by the way of changingmarketing strategies. • It used Family platform as well as product platform in its marketingstrategies. For toothpaste the Segementation is done on the basis of age, product features and needs of thecustomer. • Their target audience is the adult male who is the wage earner, and the mothers (bythe use of kids in the ads.

• Its positioned as a family care product with a price less than itscompetitors product Ealier in the introduction stage its focus was on awareness so its ads were flashing alarming linesscaring people into reading the ad and print ads were given with a coupon to get free 10 day trial pack free like1950-Pepsodent Tooth Paste ad -awake or asleep film is gluing acid to your teeth. • Pepsodent liquid for kids-We brush because we like to, we like the taste we like to brush1929-film a dangerous coating that robs teeth of their whiteness. • Those pearly teeth learn how people get them, it’s a descriptive ad which explained how the fomula worked. On media front the focus was on cleaner and brighter teeth-If you had onli 12 hrs to live what would you do?? • Eat Drink Live Pepsodent protects, more jovial ads with least exposure to information about the paste1978 Steve Lawrence and Eydie Gorme are in this Pepsodent toothpaste commercial.