

# Lifebouy's marketing strategies assignment

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After that In 1895 Lifebuoy and after that Lox, Pears and Vim bar Hindustan Milliner Limited (LULL'), largest Fast Moving Consumer Goods (FMC) company, touching the lives of two out of three Indians with over 20 distinct categories in Home & Personal Care Products and Foods & Beverages. These products endow the company with a scale of combined volumes of about 4 million tones and sales of nearly RSI 13718 scores. HULL is also one of the country's largest exporters; it has been recognized as a Golden Super Star Trading House by the Government of India.

The mission that inspires HI-Oil's over 15, 000 employees, including over 1, 300 managers, is to " add vitality to life. " HULL meets everyday needs for nutrition, hygiene, and personal care with brands that help people feel good, look good and get more out of life. It is a mission HULL shares with its parent company, Milliner, which holds 52. 0% of the equity. The rest of the shareholding is distributed among 360, 675 individual shareholders and financial institutions. LIFEBOUY Lifebuoy is a product of Hindustan Milliner Ltd. , India, which was earlier called the Milliner Ltd.

Lifebuoy is actually a brand which was invented globally before the term ' global branding' itself was invented. It was invented in 1894 in UK as the royal disinfectant soap by William Hester Lever. In India Lever brothers introduced Lifebuoy in 1895 with the set up of offices for sales and marketing in Achaeon, Iambi, Kola and Karachi. Consistent in Lifebuoys 110+ year history has been its championing of health through hygiene. The brand's core promise of protection and a commitment to support life through unbeatable protection is at the heart of the brand name itself - Lifebuoy, the guarantee of protection when you are threatened.

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While brands have managed to upgrade their image and evolve together with their consumers - Lifebuoy is a great example, having moved from a carbolic, sweaty association to desirable health imagery - there has been no example of a brand that has moved to the top of the pole after residing at the bottom. The reliance of the soap in 2002, 2004 & again in 2006 have been turning points in its history. In 2004, Lifebuoy's product offering was revamped with contemporary packaging and a market look.

While that went down well with existing users, new users were still elusive; they continued to perceive the product as a 'cheap soap for poor people'. That perception had to be changed without alienating the Lifebuoy loyalists. The objective for HULL was to launch a campaign that helped the soap shed its old-fashioned image and gain an entry into two million urban households. Lifebuoy before the end of the first quarter of 2011 was the leader in soap market in India after which they lost the competition to Recruit Financier's Delete.

Delete is now the market leader with 42% of the market share whereas Lifebuoy has 41% of the market share in the same market. REASON for selecting this topic Lifebuoy makes a moving appeal with Mouth's story: Hindustan Milliner's soap brand Lifebuoy has launched a social media campaign 'Saving Lives', inviting people to pledge support for the health initiatives it has undertaken on ground. The three-minute film has been created by Lowe Lint's and Partners and is currently on Youth and Backbone. The film set in a village starts with a small boy (Mouth) spotting handprint in the mud outside his house.

Curious, he sets out to follow the trail. He then spots his father who is walking on his hands across the town. He begins to walk along and very soon other villagers join them. His father continues his journey across the fields with the size of the procession increasing with musicians too walking along. A young lady, who seems like a tourist from the city, sees the procession from a bus and is intrigued. She joins them, trying to find out what is happening. The procession climbs on top of a hill, the man still walking on his hands over the rocky terrain.

Finally, they reach their destination - a temple. The man pays his respects to God before finally putting his feet on the ground. He explains to the priest that his son Mouth has turned five. The young lady asks the bystander what the big deal about turning five was. The bystander explains that Mouth is the man's only child to have survived till the age of five. The film ends with the super announcing: On the initiative, Samara Sings, global vice president, Lifebuoy, said: "Lifebuoy's goal is to change the hand-washing behaviors of a billion people by 2015 in order to help save lives and reduce disease."

Shirts Earthshaking, ET Bureau Mar 23, 2011, 05. Ran 1ST "When you go to a doctor, there are some very strict, disciplinarian ones and there are some who make light of the illness. Lifebuoy is the second kind of doctor", says Aimer Jailed, NC, Lowe Lint's. Lifebuoy, for long, has been associated with a big, red, chunky bar of soap that keeps one healthy. The heritage brand, which has been around for more than a 100 years now (the first container with Lifebuoy soaps landed on Indian shores in 1895 at Bombay Harbor), was once touted to be the soap that was everything male and sporty.