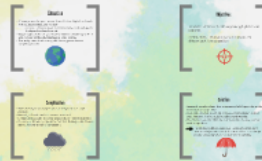


## Case summary



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## Case Questions



## Current situation



## The company TheCaseSolutions.com



History of Lifebuoy



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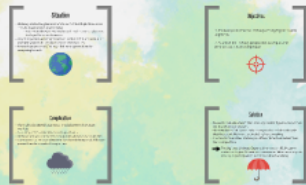
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# Unilever's Lifebuoy in India: Implementing the Sustainability Plan TheCaseSolutions.com

## Quiz

- When was Lifebuoy founded?
- What did they do during WW II?
- How large were their turnover in emerging markets?
- What is their current marketing direction?

## Case summary

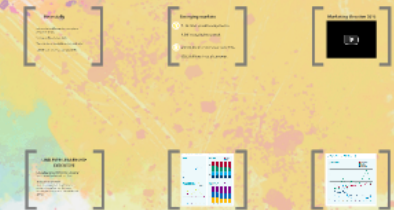


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History of Lifebuoy



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# The company

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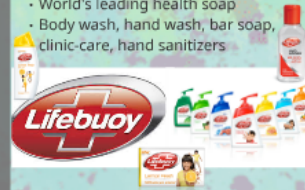
### Unilever

- Dutch/British multinational company
- One of the largest producer of food, beverages and hygiene products
- Over 400 brands
- 7/10 households in the world has at least one Unilever product

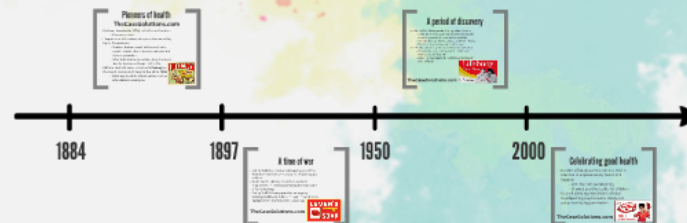


### Lifebuoy

- World's leading health soap
- Body wash, hand wash, bar soap, clinic-care, hand sanitizers



### History of Lifebuoy



# Unilever



# Pioneers of health

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- Unilever founded in 1884, called Lever Brothers
  - Produced soap
- Importance of handwashing was discovered by Ignaz Semmelweis
  - Student doctors went to the maternity ward straight after autopsies where fatal viruses prevailed
  - After introducing hand washing standard deaths decreased from 10% to 1%
- William Hesketh Lever launched **Lifebuoy** as the Royal Disinfectant Soap in the UK in **1894**
  - Lifebuoy should combat germs and be affordable to everyone



# A time of war

- During WWI the brand encouraged people at the front that was not fighting to send Lifebuoy soaps soldiers
- In the 1930's Lifebuoy created educational programmes in schools promoting the importance of hand washing
- During WWII Lifebuoy provided emergency washing facilities to citizens in need in the UK; vans equipped with showers, towels and soap

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# A period of discovery

- In the 1950's Lifebuoy added the ingredient Puralin
  - Other perfumed soaps had entered the market targeting people who wanted to avoid BO
  - Women did not like the carbolic smell of Lifebuoy
  - The Puralin gave the soap a softer smell
- In 1966 the alcoholic gel hand sanitizer was invented
  - Cleanser to kill germs and bacteria that was mainly used in hospitals
  - Later it grew popular for mothers protective of their children



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# Celebrating good health

- In 2007 Lifebuoy started a clinical trial in Mumbai to improve family health and hygiene
  - 2000 families participating
  - Showed positive results for children
- In 2008 Lifebuoy established a Global Handwashing Day to inspire children to adopt healthy hygiene habits

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# Case summary

## Situation

- Lifebuoy wanted to grow market shares for their liquid hand wash in India, Saudi Arabia, and Pakistan
- Success in this was essential in order to be a viable player in the liquid hand wash market
- Target segments were higher-income mothers children aged 0-12 and who wanted the absolute best for their families
- Research proved that Lifebuoy killed more germs than the competing brands



## Objectives

1. Increase preference for Lifebuoy among higher-income segments
2. Establish the Lifebuoy proposition as unique and differentiate it from competition



## Complication

- There already existed large established players in the target markets
- Necessity of antibacterial soap was questioned
- Lifebuoy was popular for its bar soaps in lower-income segments
- Consumers did not care about the fact that Lifebuoy could kill more germs than the brands of competitors



## Solution

- Research had also shown that Lifebuoy could kill germs faster than the brands of competitors
- Observations of children's habits showed that children do tasks that they don't like in a rush, including hand washing
- The two facts enabled Lifebuoy to differentiate themselves from their competitors

→ The big idea: Lifebuoy Superfast Handwash: 99.9% germ protection in just 10 seconds, because children are always in a hurry, especially when it comes to hand-washing



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Company