

Procter and Gamble Company (A)

Thecasesolutions.com



BRAND NAME
Safeguard

SLOGAN:
day through
night
protection.

SAFE GUARD
Safeguard is the No. 1 antiseptical soap worldwide. It is the only soap that has been tested and proven to be effective in destroying 99.9% of germs. Safeguard is the only soap that has been tested and proven to be effective in destroying 99.9% of germs. Safeguard is the only soap that has been tested and proven to be effective in destroying 99.9% of germs.

BRAND IMAGE:
Health and
hygiene

USPs:
The label provides the information like the ingredients, chemical composition, quantity, logo and the variety of that soap. Hence it also mentioned.

Procter and Gamble brands is a multi national consumer goods. The Procter & Gamble Company, also known as P&G, is an American multinational consumer goods company headquartered in downtown Cincinnati, Ohio, United States. Its products include pet foods, cleaning agents, and personal care products. Prior to the sale of Pringles to Kellogg Company, its product line included foods and beverages fabric & home care.



PROCTER AND GAMBLE
The Procter and Gamble Company is a multinational consumer goods corporation. It is one of the largest companies in the world, with a market capitalization of over \$200 billion. The company is known for its wide range of brands, including Pampers, Gillette, and Safeguard.

POSITIONING IN RELATION TO PRODUCT ATTRIBUTES
Safeguard is positioned as a premium brand soap. It is known for its effectiveness in killing germs and its pleasant scent. The brand is also known for its commitment to sustainability and ethical sourcing.

POSITIONING BY PRICE AND QUALITY
Safeguard is positioned as a premium brand soap. It is known for its effectiveness in killing germs and its pleasant scent. The brand is also known for its commitment to sustainability and ethical sourcing.

PRICING STRATEGY
P&G is using a competitive pricing approach in order to capture the price of the market.

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BRAND POSITIONING
Anti bacterial soap

BRAND EXTENSION
PRODUCT M&A
The seven variants provide an ideal product mix in terms of consumer needs. (e.g. 12.5oz, 2.5oz, 4oz and 7.5oz)

Product line extension and new
The product is used primarily for showering, bathing but is also used for hand washing, a product line extension is Safeguard hand soap which is designed to be used for

Product Life Cycle
Since this is a fast moving consumer product, the average product life cycle of this product is 10 years and it is used in a wide range of markets. The brand is

Pure White Pure White is the flagship offering of Safeguard signifying the core benefit of superior germ protection. Alcohol, Clear and purifies your skin from germs. Lemon makes you feel refreshed with its zesty scent. Refresh keeps you fresh in hot weather. Aloe Vera moisturizes your skin. SportShield provides natural care gently. Vitamin E. Cleanse your skin and makes it white.