



BRAND NAME  
Safeguard

SLOGAN  
day through  
night  
protection

**SAFE GUARD**  
Safeguard is the No. 1 antiseptical soap worldwide. It is the only soap that is registered and the only soap designed to provide excellent germ protection for the whole family. Safeguard launched in 1946, the product is simple but not over-engineered for cleaning. The formula is designed to kill 99.9% of bacteria, soap suds provides germ protection for twice as long as ordinary soaps. Thanks to the scientific studies, a recommended safety throughout the world. In addition to germ protection, it also offers to soothe open wounds, soothe sore and protection against staphylococci.

BRAND IMAGE:  
Health and  
hygiene

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

Parle-G  
TheCaseSolutions.com



BRAND: Parle-G  
Slogan: day through night protection  
USPs: The label provides the information like the ingredients, chemical composition, quantity, tags and the variety of that soap. Hence it also mentioned.

**Introduction**  
The package makes the brand look elegant and modern. The packaging makes the brand look more contemporary and it helps it to stand out from the rest of the products that have already been a part of the product but they have communicated to the customer. Parle-G has many packages that clearly identified that Parle-G is a regular product for the whole family.  
Safeguard is available in a variety of packages format to meet all consumer needs and consumption situations. Safeguard is known to meet the highest level of consumer demand. The variety of formats extend from the standard bar soap to disinfectant, the family soap bar, the foam, the shower gel, the soap.

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**Positioning in relation to product attributes**  
Safeguard is positioned as a premium brand soap. Focus on order. The order on the back panel for Safeguard soap classifying them about health and hygiene through the famous commander Safeguard series and many other promotional campaigns. (Milton) are also valuable focus as compared to the Control soap and Wetness the former focuses on mothers in the family and later on children.

**Positioning in relation to product attributes**  
The primary positioning for Parle-G products contribute to the Safeguard Soap has the essence of Indian tradition, the no. 1 antiseptic soap in the world trusted by Indian consumers for over a century - which its competitors do not possess. Hence, it is considered a premium brand in the antiseptic segment.

**Positioning in price and quality**  
In Safeguard's a premium brand, it is priced at a premium to its competitors (Lust and Lush). Hence premium means there will be no compromise in quality as the link between price and quality exists and customer is always willing to pay more for perceived quality which in the case of Safeguard soap, render does.

**PRICING STRATEGY**  
Parle-G is using Competitive Pricing approach in order to capture the piece of cake.

# Parle-G

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**BRAND POSITIONING:**  
Anti bacterial soap

**BRAND EXTENSION/ PRODUCT MIX:**  
The seven variants provide an ideal product mix in terms of consumer needs i.e. (2 skus - 115 Gms and 70 Gms).

**Product line extension and uses:**  
The product is used primarily for showering / bathing but is also used for hand washing. A product line extension is Safeguard Hand wash which is also available under the Safeguard Brand.

**Product Life Cycle:**  
Since this is a Fast Moving Consumer Product, the average product life cycle of this product (if used every day) is 30 days and 2 years if not in use (if stored in a cool and dry location). The brand is entering from growth to maturity.

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## PACKAGING:

The packaging makes the brand look expert and modern. This packaging makes the brand look more contemporary and hi-tech. It ensures more emphasis on the variants that have already been a part of the product but never been communicated to the customer that well. This new packaging has clearly identified that there is a separate product for each skin type. Safeguard is available in a variety of packaging formats to suit all consumer needs and consumption occasions. Packaging is innovative to meet the individual needs consumers all over the country.



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The range of formats extends from the individual bar soap (115 Gms) to the family size bar (70 Gms), for in-home and office usage.



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Pure White: Pure White is the flagship offering of Safeguard signifying the core benefit of superior germ protection.

Herbal: Clears and purifies your skin from germs.

Lemon: Makes you feel refreshed with its zesty smell.

Menthol: Keeps you fresh in hot weather.

Aloe Vera: Moisturizes your skin

Sandalwood: Provides natural care gently.

Vitamin E: Cleans your skin and makes it smooth