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BRAND NAME Safeguard

SLOGAN: day through night protection

SAFE GUARD

***GLAFING IS NE NO. 14 PRINCEDING, MORE MAN, SHACE IT OTHE CHILLY DEPT MORE PROCESSES, MAN THE MAN AND MAN, SHACE IT OF THE CHILLY DEPT MORE MAN AND MAN AND MAN THE MAN AND MAN THE MAN AND MAN THE MAN

Procter & Gamble Brazil (A): 2 1/2 Turnarounds, Spanish Version

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The Characteristic parts

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PRICING STRATEGY PAG is using Competitive Pricing approach in order to capture its piece of

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BRAND
POSITIONING;
Anti bacterial
soap

BRINND EXTENSION/
PRODUCT MIX:
The seven variants provide an ideal product mix in terms of consumer needs i.e. (2 skus - 115 Gms and 190 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 which is also available under the Submanifactory. Froduct Life Cycle
Since this is a Fast Moving
Consumer Product, the average
product life cycle of this product
off used every day) is 30 days and
2 years if not in use life storal if
a cool and dry location). The brand is
retaining 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 occations. Packaging is innovative to meet the individual needs consumers all over the country.

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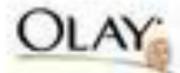






























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BRAND

POSITIONING;

Anti bacterial

soap

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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. The Case Solutions.com

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 (ife 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 occations. Packaging is innovative to meet the individual needs consumers all over the country. 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