



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 designed to provide excellent germ protection for the whole family. Safeguard launched in 1961, the product is simple and rich in ingredients for cleaning and hygiene. It is possible to kill 99.9% of bacteria, soap (the product) 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 various other needs such as beauty care and protection against sunburn.

BRAND IMAGE:
Health and
hygiene

USP:
The label provides the information like the ingredients, chemical composition, quantity, tags and the variety of that with better is also mentioned.

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

TheCaseSolutions.com



STAFF:
P&G Brazil
1964

MARK POSITION:
P&G Brazil
is a multinational corporation that provides a wide range of consumer products to the Brazilian market.

MARK POSITION:
P&G Brazil
is a multinational corporation that provides a wide range of consumer products to the Brazilian market.

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 are already on the shelves. The color of the product box was also communicated to the customer. The label has been designed to be clearly identifiable that it is a regular product for the whole family. Safeguard is available in a variety of packages to meet all consumer needs and usage situations. Safeguard is known to be the highest quality soap in the world. The range of brands extends from the highest quality soap to the family soap for the whole family.

TheCasesolutions.com

POSITIONING STRATEGY (Marketing Against Competitor):
Safeguard is positioned as a premium brand soap. Focus on quality. The customer can feel the difference. Safeguard soap is also marketed through the various communication channels and regular through the various communication channels and regular through the various communication channels.

Positioning in Relation to Product Attributes:
The primary positioning strategy is product attributes. The primary positioning strategy is product attributes. The primary positioning strategy is product attributes.

Positioning by price and quality:
In Safeguard's premium brand, it is priced at a premium to its competitors. In Safeguard's premium brand, it is priced at a premium to its competitors.

PRICING STRATEGY:
P&G is using Competitive Pricing approach in order to capture the price of the market.

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

TheCaseSolutions.com



BRAND POSITIONING:
Anti bacterial soap

BRAND EXTENSION/ PRODUCT MIX:
The seven variants provide an ideal product mix in terms of consumer needs (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 (life stored in a cool and dry location). The brand is entering from growth to maturity.

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.



BRAND

POSITIONING;

Anti bacterial

soap

BRAND EXTENSION/
PRODUCT MIX:

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.

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.

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.

TheCaseSolutions.com

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