Case Study
Reckitt Benckiser
Dettol

Dettol Antiseptic Liquid
Protecting Brand Reputation & Regaining Customer Trust
May 2012: Lifebuoy’s Global Ad Campaign
July 2012: Impact on the Bottom-line

Sales hit all time low
46.23% drop in sales
Erosion of 80% market share
Consumer and partners lose faith in product and brand
Loss of ‘antiseptic’ category ownership
Impact seen across brand’s product categories
Therefore, the task...

- Re-establish the credentials of Dettol
- Negate the effects caused by the advertisement
- Reinforce Dettol’s intrinsic claims with the goal to win back the lost market share
- Regain customer faith and trust
Our 1st Step: Understanding the Consumer

- Biggest concern was effectiveness / efficacy of protection
- Opportunity lay in 100% equation of Antiseptic Liquid to Dettol
- And medicinal qualities of product as well as its availability at pharmacies

3 days
8 cities
387 consumers
Lifebuoy asked to modify its misleading advertisement

ASCI concluded that the claim that “Lifebuoy Clini-care 10 gives 10 times better protection from germs when compared to germ protection soap”, is false since the substantiation was not found to be in order, on account of usage of a non-standard protocol. This complaint of Reckitt Benckiser was upheld as the advertisement contravened Chapter I.1 of the Code.

Lifebuoy has been asked by ASCI to modify its TV commercial for ‘Lifebuoy clini-care 10’ soap.
ASCII pulls up Hindustan Unilever for misleading Lifebuoy advertisement.

The Advertising Standards Council of India (ASCI) has pulled up Hindustan Unilever for its Lifebuoy Clinic Care 10 advertisement, which claims to provide 10 times better germ protection than against any soap.

ASCI pulls up HUL for misleading Lifebuoy ad

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When contacted, Hindustan Unilever said, “In compliance with the ASCI ruling, we have made changes to the TVC."
HYGIENE SOLUTIONS FOR THE MONSOON SEASON

1. Maintain cleanliness: Use soap and water to wash hands regularly. This will prevent the spread of germs.

2. Clean surfaces: Regularly clean and disinfect surfaces in your home and workplace. Use a mixture of bleach and water to kill germs.

3. Use waterproof footwear: Wearing rubber or waterproof shoes can help keep your feet dry and prevent infections.

4. Avoid crowds: Try to avoid crowded places as much as possible. This will help reduce the spread of infections.

5. Boost immunity: Eating a healthy diet and getting regular exercise can help boost your immune system and keep you healthy.

FOR THE HOME: Young children tend to be more susceptible to infections, so it's important to keep your home clean and hygienic.

1. Wash clothes: Use a washing machine to clean clothes. This will help kill any germs that may be present.

2. Sanitize surfaces: Use disinfectant to clean and sanitize surfaces in your home. This will help prevent the spread of germs.

3. Use air purifiers: Air purifiers can help reduce the number of allergens and pollutants in the air, which can help improve indoor air quality.

4. Keep windows open: Opening windows can help bring in fresh air and reduce the number of allergens and pollutants in the air.

5. Use natural cleaning products: Natural cleaning products are often safer and more effective than chemical-based products.

FOR THE BODY: Regular exercise and a healthy diet can help boost your immune system and keep you healthy.

1. Drink plenty of fluids: Stay hydrated by drinking plenty of water. This will help keep your body healthy and functioning properly.

2. Get enough sleep: Getting enough sleep is important for maintaining a healthy immune system.

3. Avoid stress: Stress can weaken your immune system, so it's important to find ways to manage stress.

4. Wash your hands: Regularly washing your hands with soap and water can help prevent the spread of germs.

5. Avoid close contact: Try to avoid close contact with people who are sick. This will help prevent the spread of infections.
The Outcome

- Effects of the Anti-DAL advertising campaign overturned
- Sales and market share of DAL, reached an all time high in September 2012
- DAL reclaimed market leadership in the antiseptic liquid category
- DAL reinforced as the most trusted provider of antiseptic products (liquid, soap, etc) to protect against germs
- 231 media exposures across national, regional and online press
- 43,886,505 (43+ Million) people reached PR
- ROI /PR Value of Rs. 47,866,215.00 (47+ Million)
The Recognitions

The strategy was presented as a case study internally at Reckitt Benckiser’s global HQ.

The campaign has become a benchmark for Reckitt Benckiser internationally.

Diamond award for Reputation Management
Gold award for Healthcare
Two Certificates of Excellence