



Washing our Hands...



100% penetration in India

**Opportunity –
Higher profitability**



**Only 10% of urban
household penetration**

Current Hand Wash Category Communication



Lifebuy
HAND WASH

We recommend...
unbeatable germ protection!

As doctors, we think to wash our hands because we need extra protection from germs both at work and at home. Hand washing is the most effective way to prevent germs that are around us all the time. That is why, as along with our families, use Lifebuy Liquid Hand Wash to get unbeatable germ protection, and to experience valuable moments with No-Flap!

You too let your entire family enjoy the power of unbeatable germ protection with Lifebuy Liquid Hand Wash.

Dr. M. J. Robert
General Surgeon

Dr. M. S. Anand
Chief Surgeon

Prof. Anura Kumari Shrivastava
Professor of Pediatrics



Health in Every Drop

Dettol
Original

EXCITING New FRAGRANCES

Both market leaders are fighting the same battle using 'germ killing', 'health' and 'kids'

A red advertisement for Lifebuoy Handwash. At the top, a bar of soap is shown with several green, cartoonish germs crawling on it. The text reads "Dirty soap gives you creeps?". Below this, it says "Then switch to... a NEW WAY of killing germs!". In the center, there is a white bottle of Lifebuoy Handwash with a red pump dispenser. The bottle has a label with a family photo and the text "LIFEBUOY HANDWASH". To the left of the bottle, there is text: "Hands washed only with water or ordinary soaps may look clean but are not germ free. With New Lifebuoy Handwash you can be sure that the hand you eat with is protected from commonly found germs." Below the bottle, the slogan "Koi DARR Nahi" is written in large, bold letters. At the bottom, more green germs are shown on a red surface.

Dirty soap gives you creeps?

Then switch to...
a **NEW WAY** of killing germs!

Hands washed only with water or ordinary soaps may look clean but are not germ free.
With New Lifebuoy Handwash you can be sure that the hand you eat with is protected from commonly found germs.

Koi DARR Nahi

LIFEBUOY
HANDWASH

Both market leaders are trying to take market share from the 'soap bar' by using 'Germs' as the premise...



**But is that persuasive enough?
Is it as effective?**

**Or can we motivate them with
something powerful enough to
translate into instant change?!**



The one thing that semi-urban/rural consumers look-up to most is “emulating urban lifestyles” & “concerned about being thought of as backward”!.

Increase in urban migration = more urban lifestyle
inflicted relatives/guests coming back to visit!



**When urban relatives visit, semi-urban/rural hosts stand on
ATTENTION! Urbanite guests = new age mom-in-laws ;)**

Insight: What happens to people when their urban-relatives/guests visit someone else's bathroom and see the 'used soap bar' on the basin?



**It's that 'Yukk' feeling, that the homeowner doesn't know about!
But, would cringe if she/he knew about..**

So Why Don't we Tell Her About it?



Social Embarrassment drives people to change faster than 'good habit inculcation' alone!

So, lets infuse germ protection with the fear of the urbanite's "yuck"

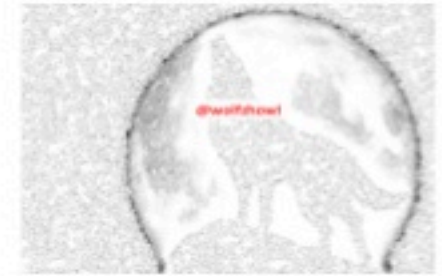


Implications:

- 1) Comm-story with semi-urban/rural household surprises urban visitor with "Hand wash" usage. "Am up-to date too ;)"
- 2) Initiate in-soap placement of a carefully crafted scene. Inter-woven into the editorial fabric of the serial.

Inversely works on urban consumers too!!

Insight Source: #stratalogues @wolfzhowl
(a 4month hardcore immersion into heartland India, not just research!)



Stratalogues: travels into the bosom of India: <http://tinyurl.com/cvb2oya>

"people & the motivations that drive them" are essential to what Wolfzhowl does. We influence behaviour and hence it is important to get out of the AC cubicles & get off our well-paid posteriors and pay respect to our profession by immersing with people & the culture that they operate in.

<https://www.facebook.com/Wolfzhowl.Strat>
<http://stratalogues.wordpress.com/>



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Kalyan, a high spirited, driven and rooted person started **Wolfzhowl** a strategic instigation firm for marketing & brand needs. He moved from Common Wealth – India as the Executive Director Strategic Planning for APAC serving brand Chevrolet globally & looking after 30 markets for the Mumbai Hub. He moved from Leo Burnett – Singapore where he was the Senior Planning Director for the ASEAN region.

Previously he was at TBWA/India where he was the national head of disruption practice. Before that Contract (JWT-WPP) advertising\India, where he was the head of Strategic Planning for their Mumbai office. Before that Kalyan was the running the CPR (consumer Planning & research) division for Diageo – India.

Where he was primarily responsible for annual brand plan generation for all the brown & white spirit brands. He was also responsible for branding & conversion strategies at both on-premise & off-premise occasions and the annual Brand Tracking study and shopper & retail insights.

Kalyan comes with a good reputation of having helped his clients grow considerable market shares and brand equity.

BEEN THERE

Common Wealth

Executive Planning Director – APAC

Leo Burnett Singapore

Sr. Planning Director - ASEAN

TBWA India

Head of Disruption - India

Contract (JWT-WPP) India

Head of Strategy - Mumbai

Diageo India Pvt Ltd

Consumer Panning Lead

DONE THAT



JOHNNIE WALKER

