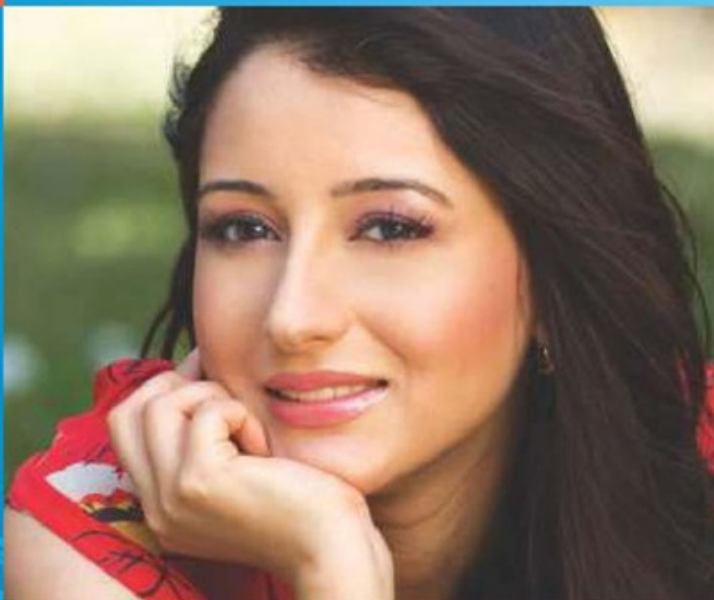


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Case Study



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Brand Architecture



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Intense Protection

Antiperspirant Deo Stick

- Icon & Rhythm

Antiperspirant Deo Spray

- Icon & Rhythm

Antiperspirant Deo Foot Spray

- Foot Soul

Shaving Cream

- Aquamarine, Citrus & Musk

Sunscreen Lotion

- SPF 30



Skin Care & Grooming
variants under brand Zuska

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Body Care

Alcohol Free Deo

- Knight, Rebel, Atlas, Amazon, Titan & Ignite

Antibacterial Deo Talcum Powder

- Aquamarine, Cologne & Ignite

Antibacterial Deo Soap

- Aquamarine, Cologne & Musk

Face wash

- Whitening Oil Control



Skin Care & Grooming
variants under brand Zuska

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Instant Hand Sanitizers

Adult Hand Sanitizers

- Coconut Verbena, Natural, Cucumber Mint, Tulsi Basil, Citrus Lime & Strawberry

Junior Hand Sanitizers

- Coconut Verbena, Natural, Cucumber Mint, Tulsi Basil, Citrus Lime & Strawberry

The Zuci logo is located in the bottom right area. It features the word "zuci" in a green, lowercase, cursive-style font, with a registered trademark symbol (®) to its upper right. The logo is centered within a white circle.A blue line drawing of a hand sanitizer bottle is positioned on the right side of the slide. It has a pump dispenser at the top and a simple rectangular body with a horizontal line across the middle.

Personal Hygiene
variants under brand Zuci

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Wet Wipes

Refreshing Wipes

- Cucumber & Mint

Sunscreen Wipes

- Aloe Vera & Vitamin E

Deep Pore Cleansing Wipes

- Citrus Fruit Extract

Make-Up Remover Wipes

- Chamomile



Personal Hygiene
variants under brand Zuci



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Air Fresheners

- Rose
- Lavender
- Sandalwood



Room Fresheners

variants under brand Breath Fresh



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Launching

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- Zuska positioned as a power grooming brand in the personal hygiene space; making one feel confident, stylish & smart
- It launched variants under Body Care & Intense Protection in innovative packages with functional benefits



A Man's Ultimate Choice !!

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Category Analyses



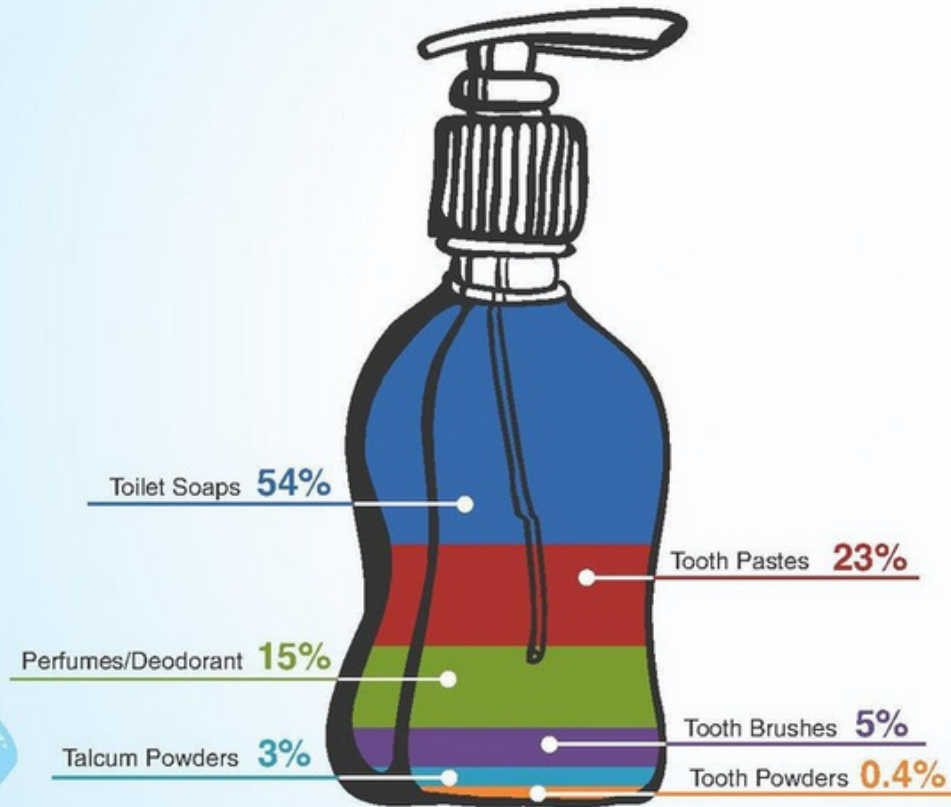
		All		Male		Female	
	Est. Individuals (000s)	885122	%	453348	%	431774	%
	Deo users	23741	2.7	14924	3.3	8817	2.0
1	Axe (Any)	7786	32.8	6011	40.3	1775	20.1
2	Set Wet (Any)	886	3.7	673	4.5	213	2.4
3	Denim (Any)	1223	5.2	882	5.9	341	3.9
4	Rexona (Any)	1036	4.4	538	3.6	498	5.6
5	Cobra	595	2.5	388	2.6	207	2.3
6	Eva	746	3.1	265	1.8	481	5.5
7	Yardley	295	1.2	111	0.7	184	2.1
8	Nivea (Any)	749	3.2	414	2.8	335	3.8
9	Wild Stone	574	2.4	475	3.2	99	1.1
10	Fa	613	2.6	255	1.7	358	4.1

Huge Potential:
category penetration 3% only

- Axe leads the user base; significantly it leads across genders
- Many players with no one having a significant user base other than Axe

Source: IRS'11 Q1





Personal Care Products: SOE'10

- Share of spend in Perfume / Deodorant category increasing



Target Audience

- Zuska targeting young urban males in age bracket of 21 & 35 years
 - Core age group: 22-28 years



A blue line-art illustration of a bottle with a cap, positioned on the left side of the slide.

- **Brand Awareness**

Create awareness about the Brand and its products

- **Initiate Trials**

Convince TG to purchase the products

- **Increase Brand Recall**

Register brand name in TG's mind to aid repeat purchase

Blue line-art illustrations of various bottles and containers, positioned on the right side of the slide.

Advertising Objectives

A blue line-art illustration of a bottle with a cap, positioned on the left side of the slide.

- **Highly Cluttered Market**

Market being highly cluttered, visibility becomes a challenge

- **Cut Throat Competition**

Cut throat competition in the market proves to be a challenge

- **Educating Consumers**

Educating Consumers on benefits of Alcohol free product

A solid orange horizontal bar spanning the width of the slide.

Challenges

Blue line-art illustrations of various bottles and containers, positioned on the right side of the slide.



- Visibility at all the Media Platforms, Social, Print, Electronic and Outdoor
- Event and Free Sampling at cosmetic shops for Brand Awareness
- Merchandise like key chains , T-Shirts
- Promotional Offers and Combo to initiate purchase
- Create buzz at the possible catchment area

Strategy



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Portfolio & Packaging

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Portfolio & Packaging

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Television Commercial

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Social Media



Pocket Booklet

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Counter Display Units

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Shelf Strip & Danglers

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Posters



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Posters



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Bandana & T-Shirts



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Van Branding



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Hoarding





- Foot Soul sampling done at Health and Glow outlets
- Customers were educated about Foot Soul and its benefits
- Customers made to realize it is very embarrassing when their foot smells during important occasions

Foot Soul Promotion

At Health and Glow





- Spread awareness of “GO ALCOHOL FREE” in general; position itself sharply against other alcohol based deodorants
- Educate & display advantages to the consumers about alcohol free Deodorants
- This was implemented in Pune across selected Gyms, Corporate Parks, Societies, Nightclubs / Pubs & Call Centers
- Games and other activities were arranged to engage consumers
- Consumers asked to dump their old / empty Deo cans and were given Zuska Deo for trial & usage

Go alcohol free campaign





Alcohol Free Deo Event



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Alcohol Free Deo Event



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Alcohol Free Deo Fans!

A total of 50,000 people went alcohol free
and purchased Zuska Deos



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- Post event people were aware about Brand ZUSKA and its products
- Around 3000 cans were dumped, including competing brands
- Aided repeat purchase of the brand
- Awareness led to retailers and distributors agreeing to stock Zuska Deos and other products

Outcome

