

CASE STUDY

Dettol -Product Co creation

Reckitt Benckiser Group plc is a British multinational Consumer goods company headquartered in Slough, England. It is a producer of health, hygiene and home products. The company was formed in March 1999 by the merger of British company **Reckitt & Colman plc** and Dutch company **Benckiser N.V.**

RB's brands include the antiseptic brand Dettol, the analgesic Dispirin, the sore throat medicine strepsils, the hair removal brand Veet, the immune support supplement Airborne, the indigestion remedy Gaviscon, the baby food brand Mead Johnson, the air freshener Air Wick, Calgon, Clearasil, Durex, Lysol, Mycil and Vanish.

Dettol was launched in India in 1933, and ever since has been the gold standard of protection. Dettol has been the trusted partner of health, for millions of mothers across the country, to protect their family by preventing illnesses and infections. Even today, their brand continues to be one of the most trusted protectors of health, ranking among the top 10 Most Trusted Brands in India since the last 10 years.

Reckitt Benckiser (India) Ltd. launched the 'Dettol Co-Created with Moms' range in mid-2019 which targeted the well-educated and digital-savvy millennial Indian mothers who are very specific about the personal care products they purchase for their families. The company initiated a market research to gain an understanding of the evolving needs of the target group and interviewed 800 mothers across India.

The results of the research revealed that the millennial mothers paid a lot of attention to the ingredients that go into the manufacture of the products unlike the baby boomers and Generation X mothers. The company further decided to delve deeper into the mindset of the millennial mothers and involve them in the creation of new products as they are the key decision makers in the family. They prepared a list of ingredients that are commonly used in the manufacture of soap products, their features and benefits and sent to the millennial mothers to elicit their responses regarding their preferences of ingredients. The market research exercise helped create a new product range – the 'Dettol Co-created with Moms' range of bathing soaps and hand-washes. The development and launch of this range was guided by brand Dettol's vision and business strategies.

The 'Mystery-Reveal Campaign'

RB India created a creative marketing strategy for 'Dettol Co-Created with Moms' to reinforce the uniqueness of the new product range. To generate interest among consumers and influence them to purchase their products, RB India adopted a 'mystery-reveal campaign' that was primarily carried out through social media platforms such as Instagram, Facebook, and Twitter. Conventional advertising platforms such as television commercials and outdoor advertisements were used to support the 'mystery-reveal campaign'.

The objective of the campaign was to surprise consumers as they felt that an element of suspense was important to create awareness and buzz regarding the new Dettol range. They also highlighted the story behind the making of 'Dettol Co-Created with Moms'.

RB India kicked off the marketing campaign on June 2, 2019, with the hashtag '#themommandate' on leading social media channels such as Instagram, Twitter, and Facebook. The campaign started off with a video in which three young mothers urged other mothers to vote for ingredients that they would like to have in an upcoming line of personal care products. The video ended with a call to action wherein mothers were urged to visit the website <https://www.momspresso.com/mom-mandate/> to vote for the ingredients they desired in the products.

RB India roped in, among others, well-known celebrity, blogger, and influencer mothers, who gave their opinions on social media and urged other mothers to have their say on the website. In the second phase RB India sent out unbranded samples of the products in boxes titled #MysteryBox to over 200 mothers, including celebrities, asking them to try out the products and guess the name of the brand. Three videos were also made to communicate that mothers across India had voted for personal care products that were free from parabens, talc, and dyes. The videos had brief glimpses of soaps and handwash in plain packaging that provided cues about the new products.

The 'Dettol Co-Created with Moms' range was finally launched, at glittering ceremonies in cities across India. Celebrity, blogger, and influencer mothers revealed the brand name hidden under the label of the #MysteryBox.

The company claimed that over 30,000 mothers had participated in #themommandate and voted for their choice of ingredients. It also claimed that the campaign had reached millions of people across India and generated millions of conversations, exceeding the company's expectations by far. Further, the tie-up with well-known celebrity and influencer mothers helped drive consumer conversations and increased the brand equity of 'Dettol Co-Created with Moms'. Post the product launch, RB India advertised the new products through both social media and TV commercials.

'The Dettol Co-Created with Moms' range was conceived to build a future-proof product portfolio for Dettol in India. RB India viewed the new range of products as a long-term strategic investment that would deliver good returns over the years. The company planned to strengthen the product range in terms of brand equity and sales before gradually expanding it to other lucrative, money-spinner categories.

Questions

- What are the advantages of Co creating a product category?
- Explain how the 'Mystery reveal campaign' was successful in creating traction for the brand Dettol?