



PUBLIC RELATIONS CASE STUDY



# BUOYED BY GOOD HEALTH

With more consumers thinking about personal hygiene, Lifebuoy needed help to float to the top with its new range of products.

## BRIEF

Lifebuoy launched its new range of products with the introduction of its new and improved formula that was clinically tested to be more advanced than competitors.

Since June 2009, the spread of the A(H1N1) pandemic had seen many people take charge of their health, especially personal hygiene.

As awareness grew, consumers were turning to personal hygiene care products as a means of defence against communicable diseases.

But for hygiene care brands, it was a race towards products that proved more effective against prevailing illnesses and emerging ones.

## CHALLENGE

Code named "Delta Strike", Essence Communications agency was tasked to develop a PR campaign that would not only provoke the public to question the effectiveness of existing hygiene brands, but create an emotional brand compass towards empowerment of families for the wellbeing of loved ones.

## STRATEGY

The campaign strategy revolved around three tactical phases.

The execution of the campaign through its "Inspire" and "Amplify" phases kicked off with a media launch that introduced popular celebrity ambassadors and social welfare organisations

that were part of Lifebuoy's campaign. Three ambassadors were selected based on multiple ethnicities and their persona as "celebrity parents".

**Provoke:** A series of unconventional scare tactic articles were developed to communicate the prevalence of diseases in contrast to the ineffective levels of current hygiene products that still allow these diseases to persist. This was matched against the preparedness for a second wave of the A(H1N1) pandemic that could prove more fatal. Hence, consumers were provoked to seek a gold standard in germ protection to combat these diseases.

**Inspire:** Lifebuoy's range of products, with its new and advanced formula combined, was introduced with a nationwide marketing campaign titled, "Malaysia, let's get healthier!", where the purchase of each Lifebuoy product saw the donation of one soap bar to underprivileged communities.

The campaign was aimed at communicating the importance of individuals caring for the wellbeing of the underprivileged by sharing the same hygiene protection that they were privileged with.

**Amplify:** The finale of the campaign embodied the construction of a giant soap structure composed of 1,000,000 soap bars – displayed at 1Utama shopping mall – to signify the volume of soap that consumers accumulated through their support during the campaign.

This was aimed at showcasing tangible

results of the campaign, while driving brand appreciation. The introduction of Lifebuoy's new advance formula was also followed by the revelation of its clinical study – the largest conducted by the brand – with more than 9,000 people in 2007-2008 over 41 weeks in Mumbai, India.

## RESULTS

RM2.3 million in PR value through the campaign period of six months.

Lifebuoy's market share, which was at 5.1% in December 2009 (7.2% on average for 2009), grew to 9.3% through the initial phase of the campaign, a figure sustained and was last recorded at 9.7% for May 2010.

For the "Malaysia, let's get healthier" campaign, AC Nielsen's audit findings initially gave a recommended period of three months to achieve the desired amount of one million soap bars as earmarked for the campaign.

But the publicity allowed Lifebuoy to achieve this figure in just over six weeks. **F**

**Brand:** Lifebuoy  
**Brand owner:** Unilever  
**Category:** Personal hygiene care products  
**Date:** Jan-Jun 2010  
**Agency:** Essence Communications  
**MPRA Award winner:** Gold Campaign of the Year/ Consumer Launch of the Year