

Dettol Brand Efforts during Covid-19

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Abstract:

The present article aimed to highlight the efforts made by Reckitt Benckiser Private Limited Company during the lockdown period. The rising demand in sanitization in Covid-19 poses an opportunity for Reckitt Benckiser to sell more Dettol. The RB has adopted various marketing strategies to sustain the label during the pandemic situation Covid-19. New labels entered the market and created a competition to establish the trusted brand Dettol. Dabur, HUL like big players, Non-branded local brands also entered into the market. Two objectives were set for the study as to understand and evaluate the efforts of Dettol during the Covid-19 pandemic situation and to identify successful outcomes during the pandemic situation. Analysis based on secondary sources e-newspaper, television commercials, published research articles, websites. The outcome reveals that during the pandemic situation, the percentage of television advertisement insertion of Dettol liquid soap was more as compared to Dettol toilet soap. 25% television ad with emotional appeal inserted for Dettol toilet soap. The Product was stretched to 'Disinfectant Spray' to exploit the favorable situation. Partnership with Tik Tok, Social website alertness, financial performance went well. Antiseptic liquid market share is largely covered by Dettol compared to its competitors. Reckitt Benckiser adopted an effective brand management process during Covid-19 through various campaigns viz. Back to School campaign, *Swachh Banega India and Maa Maane Dettol Ka Dhula*. *This way market got the lesson how to manage the brand in difficult situations in Covid-10.*

Introduction

Reckitt Benckiser India Ltd (RBIL) is a fully owned subsidiary of Reckitt Benckiser Private Limited Company., well renowned in India in household cleaning. An Organization operating in 60 countries, its sales in 180 countries and has had net revenues of more than \$5.5 billion. Reckitt Benckiser India Ltd (RBIL) manufactures and markets a wide range of products in Personal care, Pest control, Shoe care, Antiseptics, Surface care, Fabric care,

other categories. Amongst its many well-known brands are Dettol, Mortein, Harpic, Cherry Blossom, Lizol, Disprin, Robin powder, Colin, etc. Most of these brands are either number 1 or number 2 in their respective categories in India.

India's most trusted brand 'Dettol' is marketed as protection from germs. The rising demand in sanitization in Covid-19 poses an opportunity for Reckitt Benckiser to sell more Dettol. The RB has adopted various marketing strategies to sustain the label during the pandemic situation Covid-19. However, new labels entered the market and created a competition to establish the trusted brand Dettol. Dabur, HUL like big players, Non-branded local brands entered into the market. Thus, the market share was diluted and Dettol has the opportunity to exploit the situation but was a critical situation to protect its brand away from the competition. Therefore, interest is created to understand and analyze the efforts of Dettol to protect its market share during the pandemic situation.

Research Methodology

The present study aimed with the two objectives to understand and evaluate the efforts of Dettol during the Covid-19 pandemic situation and to identify successful outcomes during the pandemic situation. Research conducted during the lockdown period to December 2020, Descriptive study purely based on secondary sources e-newspaper, television commercials, published research articles, websites. It is analyzed through the information collected through news form and data presented with discussion and findings and conclusion.

Analysis and Discussion

Reckitt Benckiser (RB) promoted its brand Dettol in various ways like Increase Television Commercial Advertisement Insertion, Launch Dettol Spray, Launch New Range of Products with Mothers, Handwash Challenge with Tik Tok, create awareness to maintain personal hygiene during Pandemic Situation. RB used a social website platform but criticized its exaggerated claim of commercials that Dettol kills coronavirus.

RB has made 25943 insertions in the television ad during the pandemic of these Dettol Liquid soaps (13524) insertions are more compared to toilet soaps (12419). During the Covid-19 pandemic situation, various brands did a total of 46,250 insertions of an ad on television. Of these 28% insertions is of Olx, 25% of Amazon.in & 25% of Dettol Toilet Soap & 22% of Facebook.

An Organization launched a new product '*Dettol Disinfectant spray*' which is a one-stop solution for the germ-free home during the pandemic situation. Brand Dettol enhanced by product stretching strategy.

To make the brand strong RB's emotional appeal, "Dettol with Moms", mothers emotional & sensitive approach well worked in ad promotion during sensitive & insecure situations of covid-19.

To spread the government's message on handwashing company did a partnership with Tik Tok. The Campaign Handwash Challenge aimed to reach many people & their goal was 100 billion views at the point of a brand in India. The campaign's videos were viewed by nearly 125 billion times So, this effort was successful.

Another ad campaign used education appeal on personal hygiene to prevent and spread of Covid-19, germ protection. Reckitt Benckiser took the initiative in delivering the social message on personal hygiene. There are chances to forget the message if it is exposed one or two times so increased television commercial frequency.

Sometimes controversy also indirectly helps to show the presence of a brand. When Facebook user Andy Freeman posted an image of Dettol disinfectant spray, saying it can kill the nCoV 2019 The Dettol spray bottle label information text was it can kill cold viruses (human coronavirus and RSV) and not the nCoV 2019. This post has been read by more than a thousand times. But the authority clarified the issue in media by saying: "As this is an emerging outbreak, we do not yet have access to the new virus (2019-nCoV) for testing. Our products have been tested against other coronaviruses such as MERS-CoV and SARS-CoV and have been found to kill the virus. Although 2019-nCoV is a new strain, the virus is very similar to other coronaviruses." The firm added it will continue to work to understand the virus and test Dettol's effectiveness against it. "We are working with our partners to ensure we have the latest understanding of the virus, route of transmission and will test our product range as soon as possible," it stated.

During the lockdown, the organization took all possible measures to step up production activities. RB's offices in Makati, in the Metropolitan Manila region, were converted overnight into accommodation for more than 200 factory staff, complete with showers and canteen. The factory was still fighting to meet a Dettol demand. Every day, every week they were increasing capacity, increasing fulfillment rates. They were still under pressure to deliver. Globally the company eventually housed 1,000 workers. They put in accommodation, they arranged transport, and they arranged everything. In this position, they were making decisions which are for life or death," There were customer complaints

on the shortage & scarcity of hand sanitizer & soaps. The Demand for Dettol was rising during the pandemic situation but Reckitt Benckiser was unable to meet rising demand due to some unavoidable & unpredictable situations e.g. CEO (important decision-maker) was locked in London flat & important production center was located in Wuhan (China) center of Hot-Spot of Corona Virus in the world. This was a very adverse & problematic situation due to adverse conditions.

The performance of the Dettol brand in the Hygiene sector is more. i.e. 38% & 8% in Portfolio, 21% in both Home & Health sector, 4% Food sector and 8%.Pharma sector. There was strong consumer demand, particularly in March & April. The sale of Hygiene products increased by 12.8% and Dettol Handwash was increased by 13.6%.

The demand for Dettol increased by 62% around the world due to Covid-19. In the year 2020, the Net revenue is 6,911 £m & the gross profit is 4,212 £m. In the year 2019, net revenue was 6,240 £m & gross profit is 3,757 £m. The net income is 1,087 £m in the year 2020 which is 124 £m in the year 2019.

In 2019 during the Covid-19 pandemic situations, Dettol launched a new product Disinfectant Spray, and maintain its Dettol label through product development.

The Market share of Dettol was 83%, 10% Savlon, and 7% others. It reveals even though market share and sales increased during the covid situation but the company was unable to restrict potential competition.

According to FMCG review of Nielsen, In January & February 2020, the three most selling brands in the hand sanitizer segment (i.e. Dettol, Savlon, Lifebuoy) alone had a market share of 85% while others including existing players & smaller brands had only 15% share of the market collectively. The sale for the top three brands decreased to 39% in March 2020 as there was a sudden increase in demand for hand sanitizers but limited due to lockdown. Hence, smaller players' entry was easier.

RB introduced various campaigns as *Back to school campaign*, *Dettol-Banega Swachh India*, *Maa Maane Dettol Ka Dhula*” which was launched in the year 2014 & featured Amitabh Bachchan. RB was partnered with NDTV & Facebook to launch “*Dettol-Banega Swachh India*”- a 5-year ambitious program that addresses the rising need for hygiene & sanitization. To create awareness and importance of hygiene & sanitation, “*Maa Maane Dettol Ka Dhula*”. The brand has promoted not just Dettol Original but also its variants. It makes seasonal campaigns too under this tagline which is also remembered for the longest time.

Dettol starts to awaken customers not to consume its cleaning products, after the comments of President Donald Trump. Who suggested the possibility of injecting disinfectants to protect people from coronavirus. Reckitt Benckiser (RBGLY), a British company, warned that human consumption of disinfectant products is dangerous. It issued the statement "recent speculation and social media activity." "As a global leader in health and hygiene products, we must be clear that under no circumstance should our disinfectant products be administered into the human body (through injection, ingestion or any other route)," It shows that cognizance of media and social websites responses make the people recall.

Findings

1. During the pandemic situation, the percentage of television advertisement insertion of Dettol liquid soap is more as compared to Dettol toilet soap.
2. Total 46,250 insertions in television ads out of which 25% ads inserted by Dettol toilet soap.
3. Dettol brand enhanced by product stretching strategy through 'Disinfectant Spray' to exploit the favorable situation.
4. Emotional appeal in television ads became effective during the pandemic situation
- 5 A Platform of Tik Tok helps to increase large coverage during the lockdown.
7. Reckitt Benckiser took the advantage of social media raised controversy but immediately the responsible authority has given the statement & clarified the issue and controlled the situation.
8. Demand for Dettol was rising during the pandemic situation but Reckitt Benckiser was unable to meet rising demand due to some unavoidable situation.
9. The performance of Dettol in the Hygiene product category is more i.e. 38% compared to other categories like health, home & very least in food
10. The performance of the Dettol Brand was better than its forecast during the pandemic situation.
12. Dettol remained a trusted brand during the pandemic situation.
14. Financial performance of the brand is increased in the year 2020 as compared to the year 2019.
16. Antiseptic liquid market covered by Dettol brand compared to its competitors
17. Reckitt Benckiser was unable to meet the rising demand for Dettol sanitizer hence, Local brands jumped in the market race to fulfill the gap between increased demand & less amount supply.

18. Reckitt Benckiser adopted an effective brand management process during Covid-19 through various campaigns viz. Back to School campaign, *Swachh Banega India and Maa Maane Dettol Ka Dhula*

Conclusion

Brand Dettol is a trusted brand in antiseptic antibacterial agents for the safety of an entire family. Brand Dettol has come up with many products other than antiseptic liquid-like hand sanitizers, soaps, surface cleaners, Disinfectant Spray, etc. for the fulfillment of various needs of customers. In the pandemic situation of Covid-19 make compulsion for wide usage of a cleansing agent as disinfectant & sanitizers. Dettol brand got an opportunity to exploit the situation. For getting benefit from this opportunity Reckitt Benckiser took many efforts regarding Dettol brand management & increases the performance of a brand. They updated their tv commercial insertions, introduced 'Disinfectant Spray'. Thus, Reckitt Benckiser has exploited the opportunity posed during the pandemic situation due to its trusted label & continuous promotional efforts. Two challenges they faced during lockdown one is meeting rising demand and effective distribution as their production and distribution center is located in lockdown area and its marketing CEO also locked in London hotel due to pandemic lockdown so managed with digital communication.

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