

## **Ganga: A Brand Failure Saga**

Godrej Industries in 1993 launched innovative bathing soap brand named Ganga. The Unique Selling Proposition as claimed by the brand was its ingredient base i.e. it was produced from the water of holy river Ganga. It's a well-established fact that Ganga River is revered as one of the most pious river in our country. The product was targeted primarily towards lower to middle segment customers. The brand was heavily promoted by celebrity endorsements from the Bollywood stars like Govinda. The initial sales curve observed by the brand was found to be having a strong upward trend. This was a resultant effect of the promising brand name "Ganga" and attractive tagline - " Now bath in Ganga" which helped the product to secure a strong initial foothold in the soap market by successfully striking the religious cords in the minds of the customers.

However this sales bubble lasted for a very short period of time. The reason for such dwindling sales was found to be lack of sustainable product differentiation of the part of the brand. The religious positioning used by the brand failed miserably. It is said that religious positioning did not appeal to the young generation much. Though the river is worshipped in the country, customers know that Ganga is polluted by the rapid industrialization and urbanization happening around. There was a buzz amongst the customers that a soap made from Ganga water may be hazardous for their skin. Sensing the controversy, the brand had to clarify in its advertisement that the water was taken from the place of origin of the river and is completely safe on skin. In the year 1997, the brand was relaunched in the name of "Doodh Ganga". But much to the dismay of the marketers, this revitalization effort too failed to deliver the awaited success to the brand. The failure of brand Ganga offers important insights to the marketers

towards the significance of understanding the psyche of the customers well before planning to enter the market.

Source: <http://marketingpractice.blogspot.com/2006/11/ganga-soap-rip.html>

**Question:**

1. Analyze STP strategy of Ganga while also recommending the brand rejuvenation strategy which should be put in place to revive brand Ganga?

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