

PH WAR 5.5

About Sebamed:

Dr. Heinz Maurer pioneered the first commercial soap-free cleansing bar with a pH value of 5.5 to support the skin's natural protective layer in 1967. Today, Sebamed provides comprehensive skincare solutions for all age groups, which support the skin's natural barrier with pH 5.5. Sebamed is the world's leading skincare expert from Germany with more than 50 years of rich experience. Sebamed is the brand of choice in more than 85 countries worldwide.

Why Sebamed?

The acid mantle is known as the natural hydro-lipid barrier for human skin. The acid mantle is useful in retaining moisture and lipids while simultaneously blocking bacteria, toxins, germs, and other outside factors. The pH level for the acid mantle for normal healthy skin is 5.5. Protecting skin from environmental damage and dehydration, the acid mantle is very important. The traditional bath soap with a pH level of more than 9 creates a negative impact on the skin mantle; and it is not good for problematic skin conditions like eczema, psoriasis, dermatitis, rosacea, etc. because sensitive skin is best protected at pH 5.5. Sebamed has pH level 5.5 and pH 5.5 leads to soft and smooth skin, aids in skin renewal and imparts a healthy glow to the skin, and guards skin against infections.

USV and Sebamed:

USV Limited has launched Sebamed range of skincare products in India in 2007. The company has signed a marketing alliance with Germany-based Sebapharma GmbH&Co, which owns the Sebamed brand. USV Private Ltd. is the distributor of German skincare brand SebaMed's products in India.

Sebamed's ad in India:

Sebamed used a comparative advertising strategy in India. The title of Sebamed ad in India was 'Filmstars ki nahi, science ki suno' means 'listen scientists, not film stars'. In this ad women questioning the pH level of celebrity-endorsed brands like, Pears, Dove, and Lux and comparing the pH level of Dove, Pears, and Lux with the pH level of Rin- Detergent soap which is used to wash clothes. In this ad, women emphasized that we should listen to scientists instead of film celebrities or movie stars and use Sebamed because its pH level is 5.5, which is the best for human skin. Dove, Lux, and Pears are the brands of Hindustan Unilever (HUL) and it is a direct attack on the positioning strategies of these brands. HUL is the market leader in the bath soap segment in India.

The positioning of HUL's soap brands:

The target audience of Lux is young women. Lux uses star appeal to drive the brand message. Top actresses have endorsed Lux soap for over 70 years in India. Another brand, Dove is positioned as a personal care beauty product. Dove soap positions itself not as a soap but as the mildest bathing bar containing $\frac{1}{4}$ the moisturizer. Pears has always been positioned as a soap that is gentle on the skin and makes the skin soft and supple.

After the ad campaign:

After this ad campaign, Sebamed has got huge awareness overnight that would have taken years to achieve had they not resorted to this competitive strategy. This ad campaign has got a very good response in social and mainstream media. HUL filed a case against USV in Bombay High Court and it also became headlines of all news channels in India.

Question:

1. Analyze the ad campaign of Sebamed in India.

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