



SUNSILK



“Softness, shine, and manageability of hairs.”

Ashish chaudhary
Avantika
Arti kumari
Anuj pratap

*Sunsilk Perfect - Straight
Shampoo & Conditioner*

Introduction

silk is a hair care brand, primarily aimed at women,

silk is Unilever's leading hair care brand, and ranks as one of the Anglo-Dominate's "billion dollar brands".

silk shampoos and conditioners and other hair care products are sold in many countries worldwide.



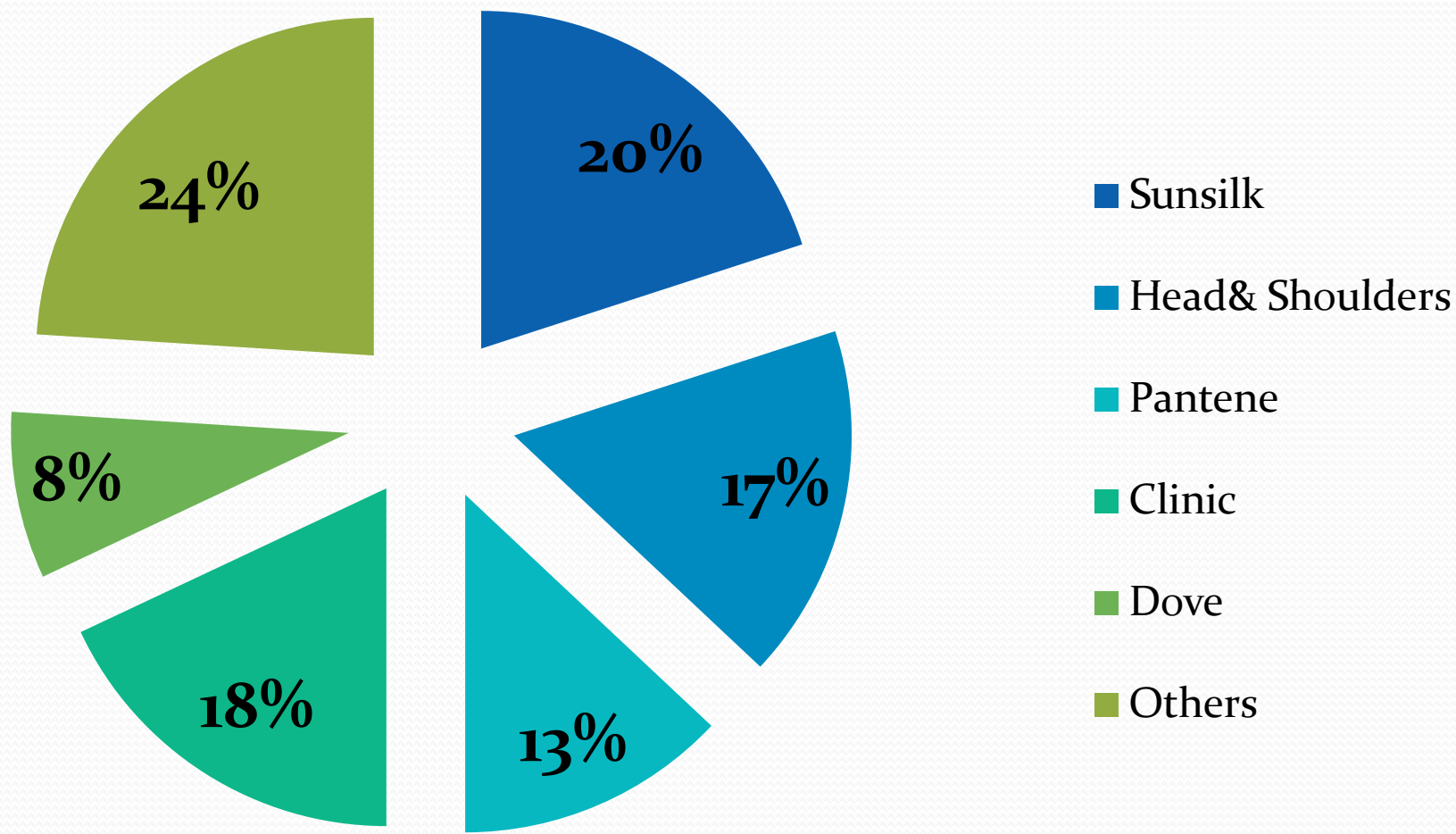
Key facts

- Number 1 in Asia, Latin America and the Middle East
- Sales of more than \$1 billion a year.
- Selling in 80 countries.
- Also sold as Elidor, Hazeline, Seda and Sedal.
- Recent Awards: Holds the Guinness World Record for the most heads of hair washed and styled in one day

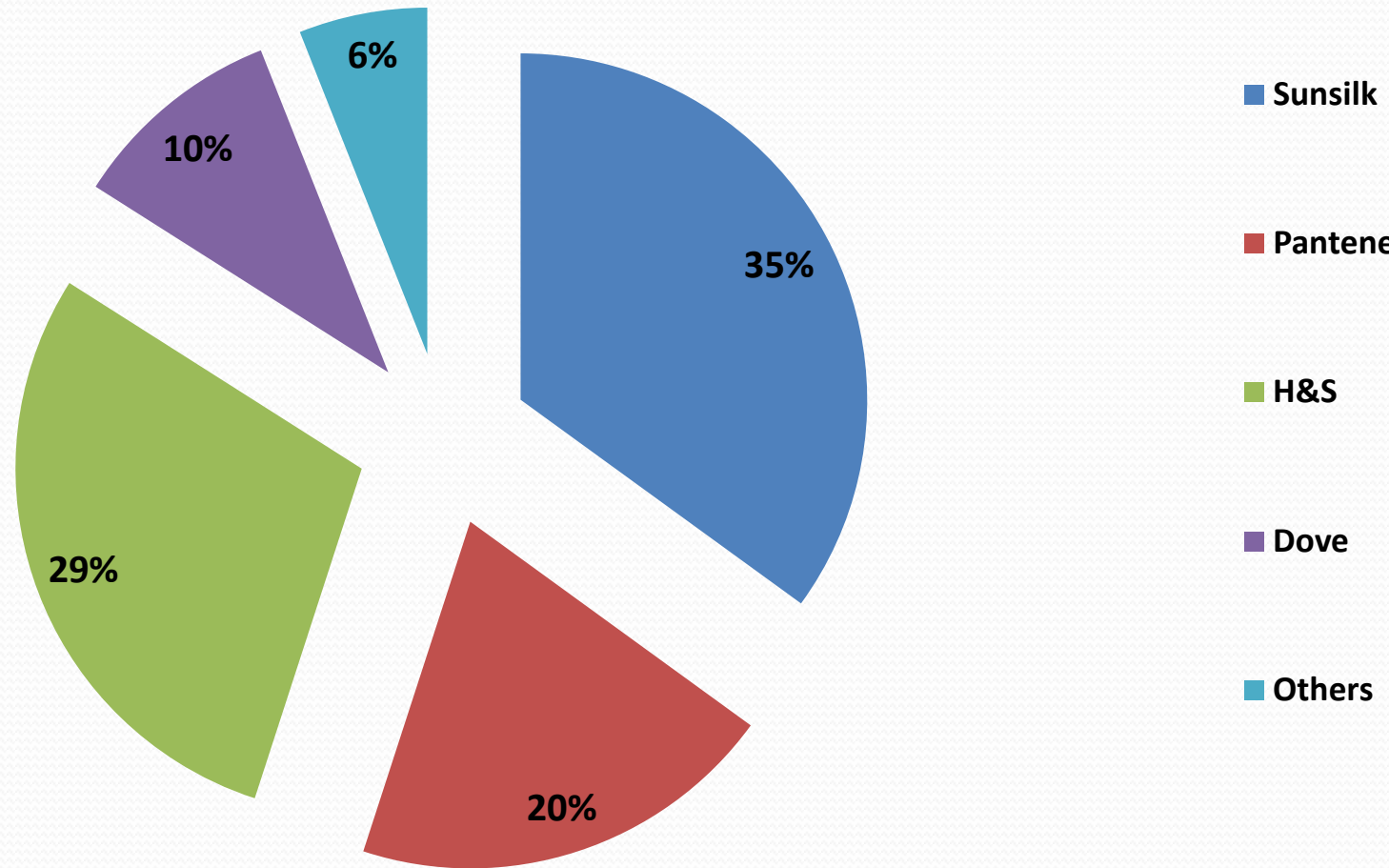




Market Share



Mind Share



Distribution System



Close competitor



VS



- Head & shoulders is the closest competitor to sunsilk
- More competent
- More aggressive advertisement
- More availability
- Better distribution channel
- More margin to retailers

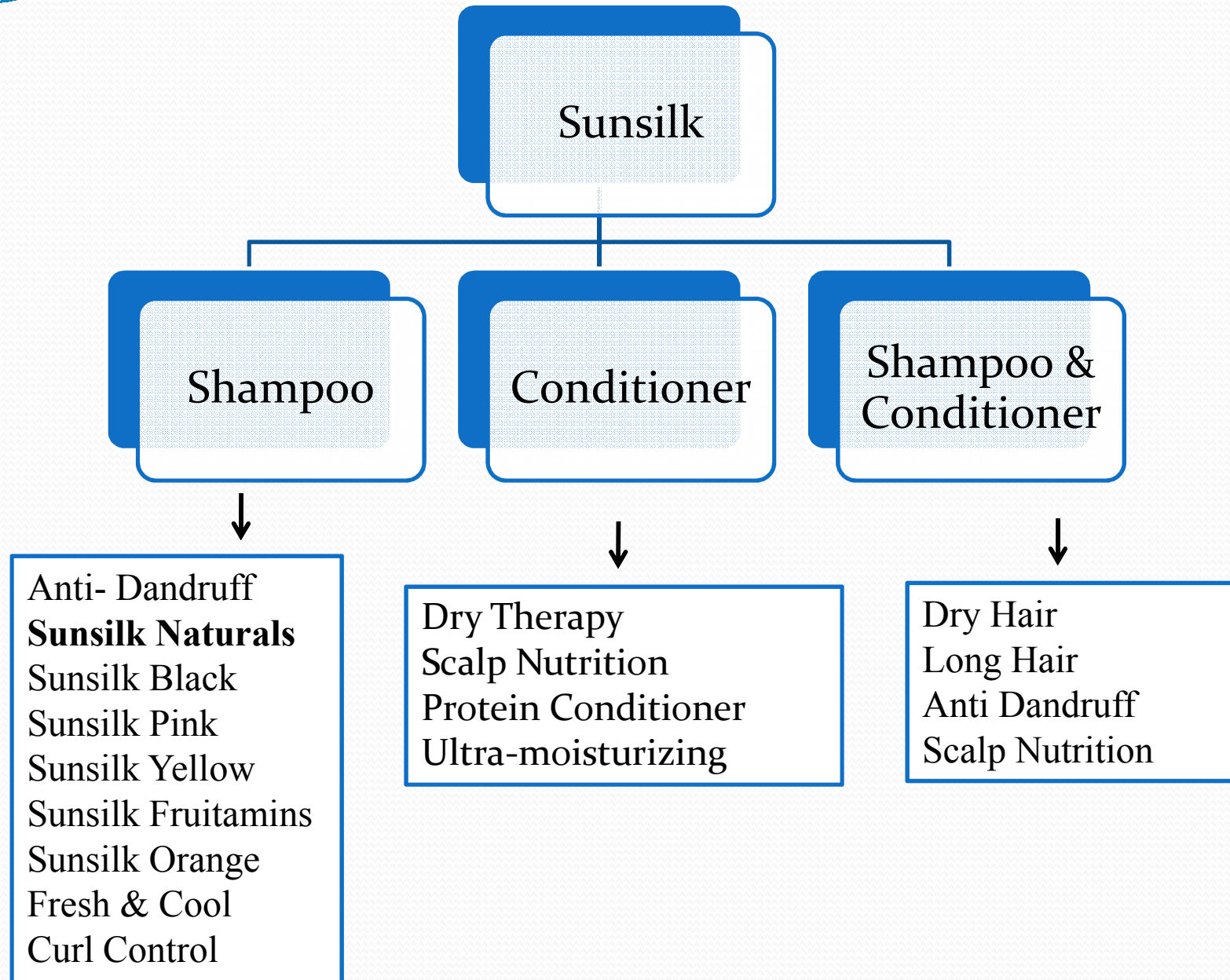
strategies of sunsilk which make it different om others

RANGE CONSISTS OF

- o Yellow Sunsilk with Bio Proteins from Vegetable Extract
- o Black Sunsilk with Melanin from Plant Extracts.
- o Green Sunsilk with Fruitamins Vitamins from fruit Extracts.
- o Pink Sunsilk with essential Oils from Flower Extracts.
- o Orange Sunsilk with active nutrients from Citrus Extracts.



Product Mix



Point of parity (POP)

- For an offering to achieve a point of parity on a particular attribute or benefit, a sufficient number of customers must believe the brand is “good enough” on that dimension

Like others SUNSILK consists of such POPs are:

- Dream soft & Smooth
- Stunning Black Shine
- Lusciously Thick & Long
- Anti-Dandruff Solution
- Hair Fall Solution



Point of Difference (POD)

CO-CREATED BY 7 OF THE BEST HAIR EXPERTS IN THE WORLD



- With point of difference, the brand must demonstrate clear superiority.
- Sunsilk's **PODs** is **Co-creation**. They came with this idea to grab the market and to be superior in the market. From 2009 Sunsilk started working with a number of professional hair "experts" to develop new and improved products. Each hair "issue" variant links to an "expert" with the relevant specialist hair knowledge.



JAMAL HAMMADI
HOLLYWOOD SHINE EXPERT

4P'S OF SUNSILK

PRODUCT

1. Dream soft & smooth
2. Stunning Black Shine
3. Lusciously Thick & Long
4. Anti-Dandruff Solution



PRICING

- Sunsilk stight shampoo 300 ml at Rs.210
- Sunsilk Black 300 ml at 150
- Sunsilk hair expert 300 ml at Rs.165
- Sunsilk soft and smooth 650 ml at Rs. 310



3 Promotional strategy

- 1 Print media
- 2 Music videos
- 3 Free sample distribution
- 4 Demo campaigning
- 5 Innovative campaigns such as 'Hairapy' and 'Life Can't Wait' were launched to attract women to the brand

4 PLACE

HINDUSTAN UNILEVER has 150 distributors whose function is to sell to wholesalers directly. There are different distributors for different areas. They are carefully selected and their performance is constantly evaluated. OUTLETS, RETAILERS.



Target market of Sunsilk

- The main target market of sunsilk is females between the ages group 16-40 belonging to the middle & lower income classes.
- Sunsilk target its market on the basis of consumer buying behavior, income level, and purchasing power of people.





Positioning: A Hair Care Expert

- Sunsilk provides real solutions to women's everyday hair needs everywhere
- Understanding what girls want & how girls feel
- Lively blondes, deeply brunettes & passionately reds.



Communication Tools Of SUNSILK

- Electronic Media (Gang Of Girls)
- FM
- Print Media
- Sponsorships ('Femina Miss India' and 'India Fashion Week')
- Billboards
- Giving out free Samples





Thank You !