

HUL targets Domex at mothers

Purvita Chatterjee
Mumbai, March 15

The next time you walk into a public toilet, don't be surprised if it has been cleaned by HUL's Domex squad. Taking the onus of cleaning public toilets, HUL hopes to build further equity for its toilet cleaning brand Domex and this time it is targeting mothers as potential consumers, as they are the ones who are likely to make their children stay away from using public toilets.

HUL has embarked on a high-decibel campaign through 'Dimensions' (a below the line agency) for its Domex brand and hopes to convert those consumers currently using unbranded products, apart from getting mothers to trust the brand while cleaning toilets.

"This is the first phase of



the campaign and we would like to address it to the woman of the house, primarily mothers who are the main consumers of the Domex brand. Today, we developing the category by upgrading 'proxy' consumers to convert to Domex," says Mr George Koshy, Category Head for

Household Care.

Domex (with a 13 per cent share) continues to be a challenger brand with Reckitt's brands like Lizol and Harpic dominating the branded toilet cleaning category, which is still under penetrated (at 26 per cent). In fact today, unbranded players comprise nearly double the size of the branded category.

"At present, the branded toilet cleaning category is estimated at Rs 250 crore and growing between 18-20 per cent. We expect the unorganised segment to be double of that," added Mr. Koshy.

At the same, there would ATL (above the line) communication as HUL has unleashed a new TVC with a toll free number featuring actress Revati which shows the challenge taken by HUL's Domex squad to clean 2000 toilets in

two weeks across four cities in Tamil Nadu, Hyderabad, Bangalore and Maharashtra. "We have already got orders to clean 400 toilets across places like malls and schools. It is a property that we would be building on and there is going to be a second phase to the campaign," added Mr Koshy.

URBAN BRAND

Being an urban brand, Domex is also capitalising on the modern trade for category development and educating consumers at the point of sale.

Since its launch in 1997, the brand has been positioned as a toilet specialist.

However, with time its portfolio has extended to the surface cleaners category (toilet, floor and small surface cleaners).