



Surf Excel

“Daag Ache Hai”

Group 9

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daag achhe hain



Introduction

Surf Excel's "***Daag Ache Hai***" campaign was launched in 2005 and has been running ever since.

The campaign's tagline, "***Daag Ache Hain***" simply translates to "***Dirt is Good.***"

The "***Daag Ache Hai***" campaign by Surf Excel aims to alter the perception of filth and stains among Indian parents.

The goal of the campaign is to persuade parents to let their kids explore their surroundings and get dirty without worrying about their clothes.



Integrated Marketing Message



Surf Excel uses frequent print media ads as well as prominent television commercials to promote its ATL brand.

Since it's a fast-moving consumer good, there are ongoing marketing campaigns that distribute discounts and offers at various retail locations around India.

Surf Excel uses “*Daag Ache Hai*” to show it offers outstanding stain removal ability on a wide range of stains.

The campaign tells to not worry about the stains and enjoy the festivals, sports, etc. This is further clubbed to solve the social stigma, showing stains thus caused are good.



Segmentation

1. Psychographic:

Lifestyle: Active, Casual, Fashion-conscious

Personality: Outgoing, Introverted, Family-oriented

Values: Health, Cleanliness, Convenience

2. Behavioral:

Benefits sought: stain removal, Brightness, Fragrance, Softness, Gentle on skin

Usage rate: Heavy users

3. Demographic:

Age: Adults, Seniors

Gender: Majorly Women

Income: Middle income groups



Targeting

Mothers: They are the primary decision-makers for household products

Families: They are a large market segment with a high demand for laundry detergents.

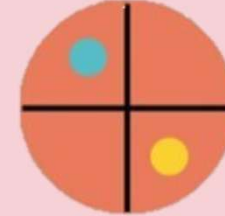
Urban consumers: They have higher disposable incomes and are more likely to be brand loyal.

Target to Specific Segments with different Sub-brands

Surf Excel for Babies: Mothers of young children.

Surf Excel for Woolens: People who own woolen clothes.

Surf Excel for Colors: People who want to keep their clothes looking new.



Positioning

Surf Excel positions itself as:

The leading detergent brand in India.

A brand that is trusted by mothers.

A brand that is gentle on clothes and skin.

A brand that offers a wide range of products to meet the needs of different consumers.

Following Support to its Brand Positioning:

Strong brand equity: Surf Excel has been a trusted brand in India for over 60 years.

High-quality products: Surf Excel products are known for their effectiveness and quality.

Corporate social responsibility: Surf Excel is involved in a number of corporate social responsibility initiatives.



“Chauk gaye”

**Tide
Advertisement
Campaign**



Integrated Marketing Message



Tide is the trusted laundry solution for families who want to conquer tough stains and keep their clothes looking their best.

With its advanced cleaning technology and unwavering commitment to innovation, Tide delivers the confidence that comes from knowing your clothes are clean and fresh.

“Chauk Gaye” simply translates to *“Shocked?”*

“Chauk Gaye” marketing campaign by tide aims to deliver the message that it has outstanding ability to clean the hard stains like oils, spice, etc. to maintain the shine of old clothes.



Targeting

- **Mothers:** They mostly perform the laundry task in houses and are the primary decision-makers for household products
- **Families:** They are a large market segment with a high demand for laundry detergent

Positioning

- Cheaper detergent brand in economic market segment
- A brand that is trusted by mothers
- Removes hard stains like oils, spices, etc. and maintains shine of old clothes like a new one



“Share the Load”

**Ariel
Advertisement
Campaign**



Integrated Marketing Message



The “***Share the Load***” campaign is engaging because it addresses a relatable issue faced by many households. By tackling this common problem, the campaign creates a connection with the audience and encourages them to reflect on their own experiences.

The message of the campaign is consistent with Ariel’s brand story of making life easier for its consumers, as promoting gender equality and encouraging men to take on more household chores make the home environment a more harmonious place.

The impact of the campaign has been significant, with its powerful message being shared widely and inspiring change.

Targeting

- **Working professionals:** Individuals with busy lifestyles who value convenience and efficiency.
- **Quality-conscious consumers:** Individuals who are willing to pay a premium for high-performance laundry products.

Positioning

- A brand that is customer centric, socially aware and non-biased towards roles and contribution by men and women.
- A brand that delivers superior stain removal and long-lasting freshness.
- A brand that is gentle on clothes and colors.
- A brand that is innovative and constantly evolving to meet the needs of consumers.
- A brand that is committed to sustainability and environmental responsibility.

Point of Differences



	Surf Excel	Tide	Ariel
Price per KG	₹134	₹124	₹250
Parent Company	Hindustan Unilever	P&G	P&G
Contains Bleach	No	No	Yes
Market Share	43%	13.5%	1.5%
Core Essence	Family based detergent	Innovative laundry detergent	Regular stain remover
Brand personality	Middle income group	Lower to middle income group	High income group
Emotional benefits	Daag acche hai	Caring, gentle, nostalgia	Ground to earth, family values
Product benefits	Not harmful for hands	Best hand washing results	Less water benefits, gentle on clothes and hands
Product attributes	Natural ingredients	Good quality, lower price, best whitening	Superior tech, quality, trust

Thank you

