

Lifebuoy is on a mission. A lifesaving mission to spread the importance of good handwashing habits around the world

Stay up to date on health matters, because knowledge is the best defence.

Lifebuoy is associated with FMCG sector and is a personal care brand. It is marketed and manufactured by its parent company Unilever. Lifebuoy was introduced in the consumer market in the year 1895 by its founder Lever brothers. Some of its competitors are as follows-

Savlon

Dettol

Lifebuoy is the leading brand of soap from Unilever and is available in several variants with better effectiveness, fragrance, and feel. It takes care of family's health and hygiene needs by offering protection against germs and infection. Lifebuoy product portfolio includes

*Lifebuoy Mild Care with Milk Care and Active 5*

*Lifebuoy Betel Leaf and Active*

*Lifebuoy Cool Fresh with Menthol and Active 5*

*Lifebuoy Vita protect with Vitamin A, C and E and Active 5*

*Lifebuoy Activfresh Bar soap*

*Lifebuoy lemon Fresh with Lemon and Active 5*

*Lifebuoy Nature bar Soap*

## Place in the Marketing Mix Of Lifebuoy :

Lifebuoy was first launched in the consumer market of England. Later it became a very popular soap in both the United Kingdom and the United States [markets](#) but with time lost its appeal. It was completely pulled out of US markets in the year 2003 and is now produced on a large scale by its owner company Unilever for Caribbean markets in Tobago and Trinidad, for Brazil, EU and UK market in Cyprus and for the Asian market in India and Indonesia. Currently, Lifebuoy occupies a great market share in countries like India where it is actively used by many. It has sales offices in Kolkata, Mumbai, and Chennai in India. Lifebuoy has a strong and widespread distribution network that includes retailer, wholesaler, distributor, warehouses and transportation services to reach customers via discount stores, convenience stores, corner shops and supermarkets.

Current Tagline

**Healthy hoga Hindustan;** Lifebuoy hai jaha tandurusti hai waha

New Marketing Strategy

New Tagline-Lifebuoy ho jahan bimaria kam ho waha,swachata hai vaha lifebuoy hai jahan,

New Ambassador-Amitabh Bachan

Lifebuoy is not only targeting the urban population but also the rural population

Lifebuoy can be used by and Sabse sasta mera lifebuoy ,ise istamal karne se khushia aegi.

can be sold by going to rural areas and telling the the people about the advantages of the soap.Its the cheapest and the most easily available soap.

This can help the children in rural and backward areas.when you go to the washroom take the soap.

We will provide 10 free soaps to every poor family for a period of one month.

Ise istamal kro fir age badho.

Swach bharat abhiyan hoga kamyab agar lifebuoy ka doge sath.It uses less water to get ut iff from your hands and better than handwash.Sanitizer also helps prevent diseases and u youy can use it easily and anywhere.

Lifebuoy hai to zindagi badhegi.

Stay fit and healthy,use lifebuoy,ye suraksh ka sathi aopke sath rahega jab tak hoga bimaria dur rahegi.