

Safeguard's Campaign by P&G

Q1. Which promotional mix does Safeguard use?

- Advertising: It include all the non-personal activities that P&G did for Safeguard's promotion which include **animated series**, their **website**, **radio** kids hour, and Commander Safeguard **kits** in stores.
- Internet Marketing: Safeguard's primary medium was based on interactive marketing which includes all their digital activities from **cartoons** to **gamified website** for the kids.
- Public Relations: Mass media platforms that Safeguard used like playing their **cartoon** in the peek kids watch hour, interactive **radio show** and publication of their cartoonic Ads in kids **magazines**.
- Personal Selling: Beside utilizing non-personal selling techniques, P&G also focused extensively on personal selling option too. For this, they **visited many schools** in Pakistan, **educated the kids about hand-washing** and distributed Commander Safeguard **coloring books** among them.

Q2. How does the commander campaign demonstrate characteristic of IMC? What grade would you give the campaign on integration effectiveness?

Every kid of my time was a die-hard fan of Commander uncle. I am sharing **my personal experience** that I never miss **Commander Safeguard's episode** from 4:30-5:30. I have bought Commander's **mask** from market and also had their **coloring book** from school campaign. In terms of integration effectiveness, no doubt that Commander Safeguard was one of the best marketing campaigns in Pakistan. They targeted kids and their parents from almost every side. Their cartoons include characters of health conscious parents. **P&G used all the available channels quite effectively** in their marketing campaign of Commander Safeguard and the campaign continued for almost a decade. One example of campaign effectiveness was over **2 million page hits** on website even at the time when internet penetration in Pakistan was low.

Q3. Can you identify a B2B element in the campaign? Please discuss its effectiveness

There was B2B element in Safeguard's campaign when P&G bought kids slot on TV and Radio. It proved to be quite effective as many TV channels offered them to air Commander Safeguard only for a fraction of advertising cost as these communication mediums were **viewing it more as an entertainment program rather than TV Ad**. Major reason behind it was that Commander Safeguard was the **first animation developed in Pakistan**.

Q4. What challenges does Safeguard face in maintaining the success it has achieved with the campaign?

There are **two phases** of Safeguard's **down time**. **2002-2005** and **after 2016**. Both were because of the increase in **industry competition**. When Safeguard started in 1995, it was the entrant in germ-protection soap industry but soon competitors started copying P&Gs idea of germ-protection marketing and Safeguard's growth stagnated around 2002-2003. In 2005, P&G started **first animated series in Pakistan** and Commander uncle became super-hero of every kid of that time. Commander Safeguard series maintained the brand as leader in health-care soap industry for over the decade (2005 to 2016). It was not only animated series, but **optimum mix of multiple marketing channels by P&G** behind the **success** of Commander Safeguard's campaign. Now Safeguard's marketing campaign needs another innovation to bump its stagnated growth as other competitors have also produced their animated series like I remember Lifebouy's animated series in 2014.