

To study and develop advertisement strategies for Sparkel shampoo scrub

By

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INTRODUCTION

- Advertising is a form of marketing communication which is used to promote or sell something, usually a business product or service.
- Marketing to healthcare providers take three main forms: activity by pharmaceutical sales representatives, provision of drug samples and sponsoring continuing medical education.
- All these three forms require to have a input materials which is prepared by incorporating design that grabs the attention of the physician and patients.

- Sales representatives carry visual aids, leave behind labels, reminders, and they visit doctors on a regular basis.
- Influencing the physician is the key to pharmaceutical sales.
- The emergence of new media and technologies in recent years is quickly changing the pharmaceutical marketing landscape.
- Emerging e-promotional activities include video detailing, online events, electronic sampling, etc.

- India's first Anti-fungal Scrub in Macro bead technology;
Anti-dandruff shampoo scrub
- Ingredients: Ketoconazole 2%, Piroctamine Olamine 0.5% and Cetylated fatty esters.
- Indications: Dandruff, Scalp Psoriasis and Seborrhoeic Dermatitis.
- Differentiator:
 - Fight flakes and control itch
 - Highest foaming index (When compared with 2 leading brands).

One page summary of Sparkel

Selected Segmentation Criteria

Patients with visible dandruff on shoulders, back and hair

Target Patient Segment

Patient suffering from dandruff, Seborrhoeic Dermatitis and scalp Psoriasis

Target Customer Segment

Dermatologist, Cosmetologist and Trichologist

Market definition

Estimated 52 lakhs patients of dandruff in India currently treated primarily with ketoconazole valued (by IMS) at Mio INR 320

Competitive Advantage

- India's first anti-dandruff shampoo Scrub which helps remove flaking and itching caused due to dandruff
- India's first ketoconazole in Macro bead technology which prevents Ketoconazole oxidation and improves efficacy
- Highest Foaming index compared to Top 3 competitors

Target Segment Insight

I cannot move out freely in public as I am embarrassed due to dandruff

Brand Essence

Clean Poise

Competiton

Market

- Ketoconazole combination shampoo
- Selenium sulfide containing shampoos

Sparkel shampoo :-

- India's first Triple combination shampoo with PO and Cetylated esters.
- Clinical study proves KTZ and PO to be better combo than KTZ and ZPT.

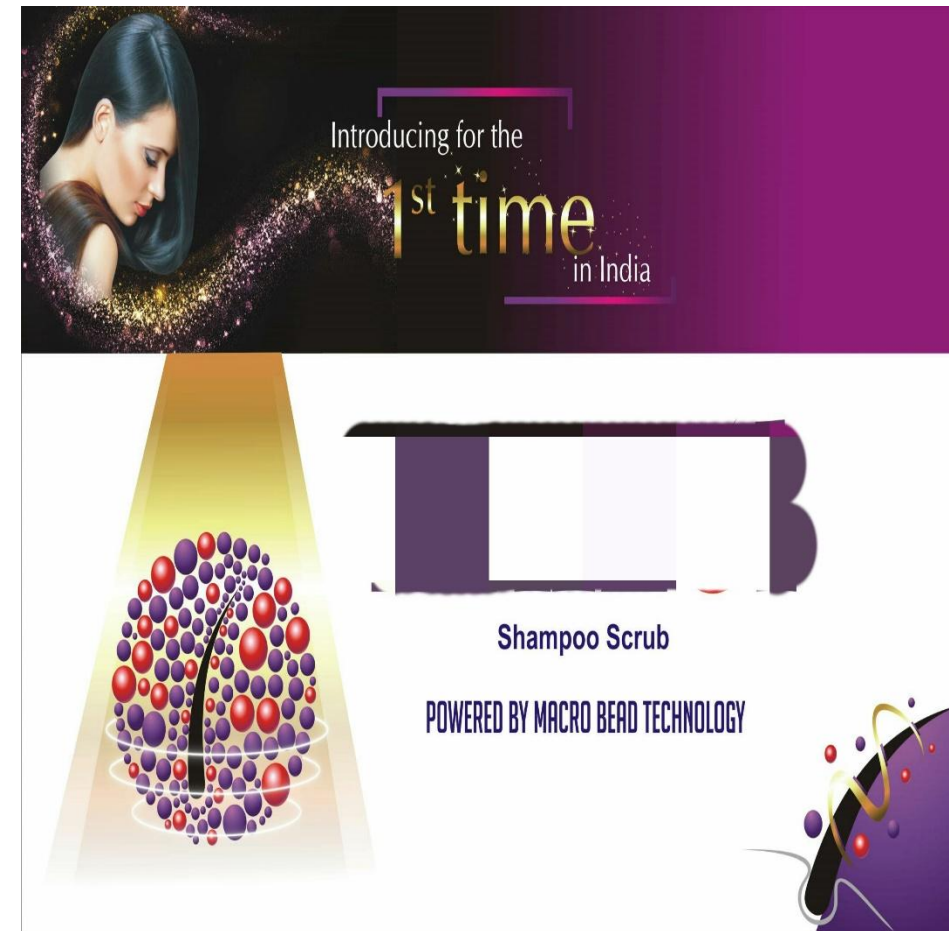
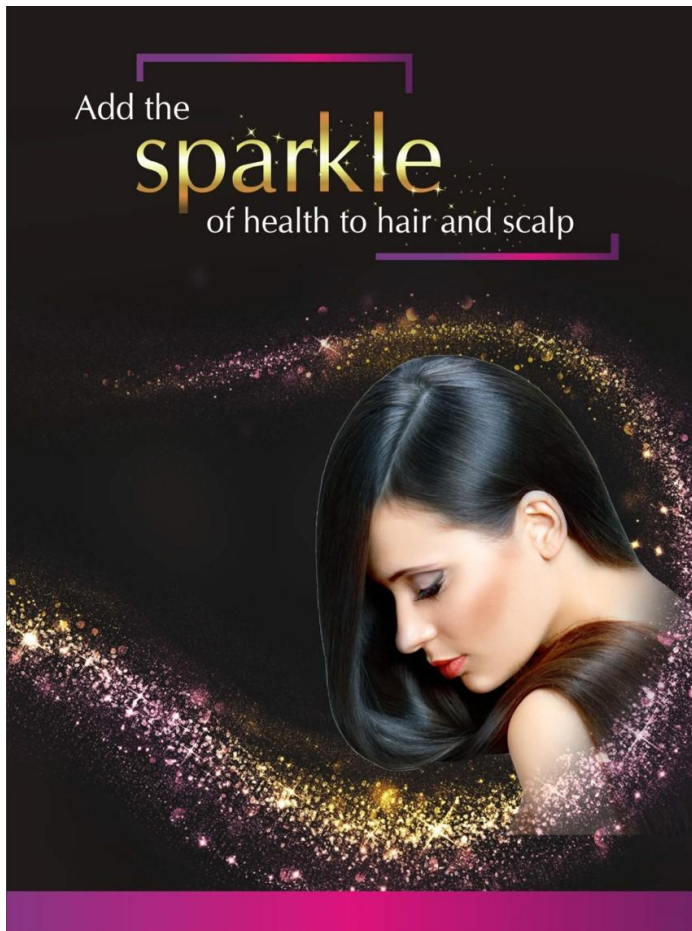
- **Right season to launch** as itch and scaling associated with Dandruff is found more in Summers than winters due to perspiration
- Found more in Male patients than female patients as sebaceous glands activity is under androgen control.
- Causes of dandruff
 1. Dry skin: Simple dry skin
 2. Seborrhoeic dermatitis (Irritated, oily skin)
 3. Scalp Psoriasis
 4. Contact dermatitis (sensitivity to hair care products):
 5. A yeast-like fungus (malassezia)
 6. Not shampooing often enough

Methodology

- Aim: To design advertisement strategies and inputs for the SPARKEL shampoo scrub.
- Objectives:
 1. To study and design unique Visual Aid
 2. To study and design unique In-clinic launch
 3. To study and design unique In-clinic visibility : Banners
 4. To study and design unique In-clinic posters

Conclusion

- Visual aid design



Anti-dandruff Shampoo Scrub **3** ANTI-DANDRUFF ANTI-INFLAMMATORY WITH ADDED CONDITIONER

Conditioning Effect With Cetylated Eesters

- Added Conditioner*: • Restores hair radiance • Makes hair fluffy and shiny
- De-tanglers & Glossers*: • Reflects shine • Control frizzies

Highest Foaming Index*

Brand S[†] = 175 mm Brand T[†] = 180 mm Exizol[†] = 195 mm

*Data on file. †Compared to other two brand samples

India's First Anti-dandruff Shampoo scrub

Macro bead technology

- Activated Macrobeads: - Better Concentration of Ketoconazole on scalp*

*Data on file

Red colour of shampoo : Help reduce KTZ degradation

good display of ingredients of Sparkel product.

Anti-dandruff Shampoo Scrub

3 ANTI-DANDRUFF
ANTI-INFLAMMATORY
WITH ADDED CONDITIONER

Macro bead technology



Normal Anti-dandruff Shampoo

Exizol Anti-dandruff Shampoo Scrub

- Activated Macrobeads: Concentration of Ketoconazole on scalp*
- Encapsulated Ketoconazole: Prevents Oxidation*.
- Red Color: Absorbs light which prevents oxidation
- Mild Scrubbing effect.*



*Data on file

Macro bead technology : help prevents oxidation of Ketoconazole enhancing its contact time and improved activity.



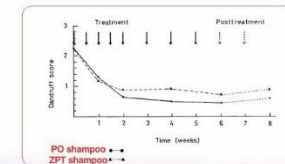
PO a better Anti-dandruff agent than ZPT*

Objective : Comparison between 0.5 %PO and 0.75 % ZPT formulations

Study result : PO provided dandruff control comparable to that offered by ZPT in a 50% higher concentration.

Effect of Active Agents in Different Concentrations and Vehicles on Dandruff and Percentage Reductions from Initial Score After Eight Treatments and Two Posttreatments

% Active Ingredient	Mean Dandruff Score		Change	
	Initial	6-week / 8 Treatments 2-week / 2 Posttreatments	8-week Score Minus Initial	% decrease
0.50% (w/w) PO	2.08	0.54	-1.54	74%
0.75% (w/w) ZPT	2.08	0.62	-1.46	70%

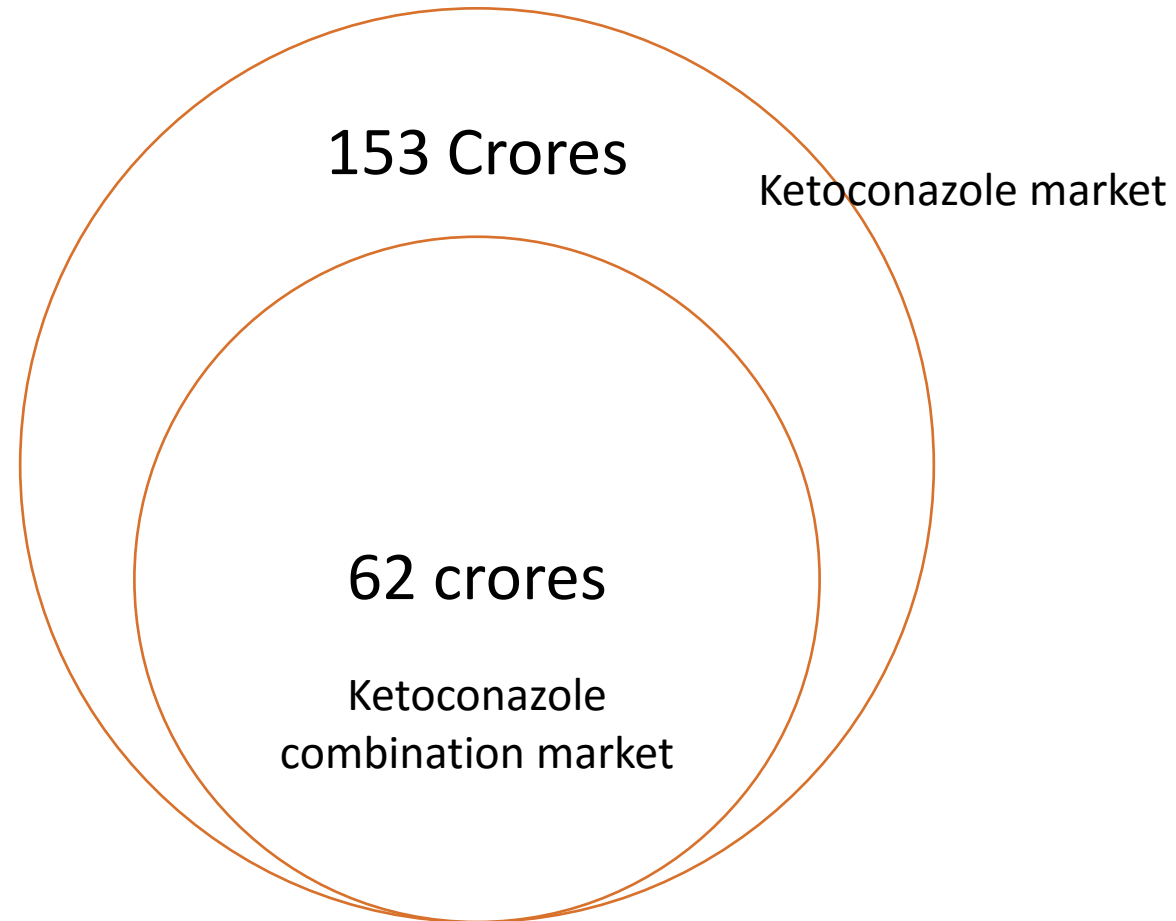


*Data on file

Why sparkel brand stands apart

Normal Anti-dandruff shampoo	Sparkel : Anti-dandruff shampoo scrub
No anti-inflammatory	PO as anti-inflammatory agent fighting flakes and itching
Less foaming Index	Highest Foaming Index
KTZ oxidizes in presence of light	KTZ does not as the solution colour red absorbs light which degrades KTZ
Lesser concentration of KTZ on scalp	Higher concentration of KTZ on scalp
KTZ + ZPTO	KTZ+PO + Conditioners
No Macro bead technology	Macro bead technology advantage

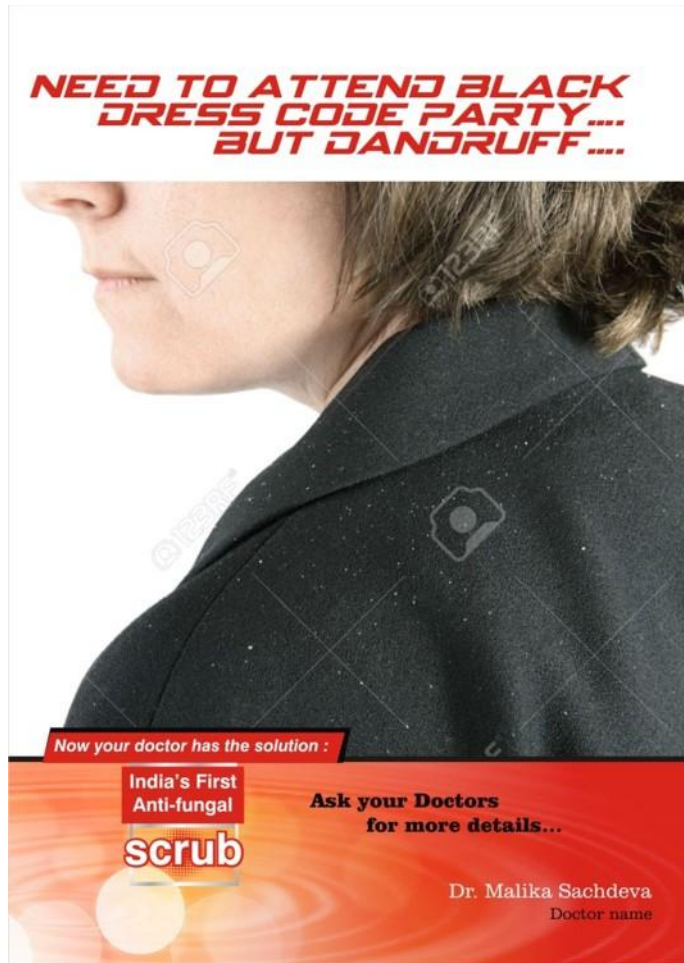
Current market scenario



- In clinic launch



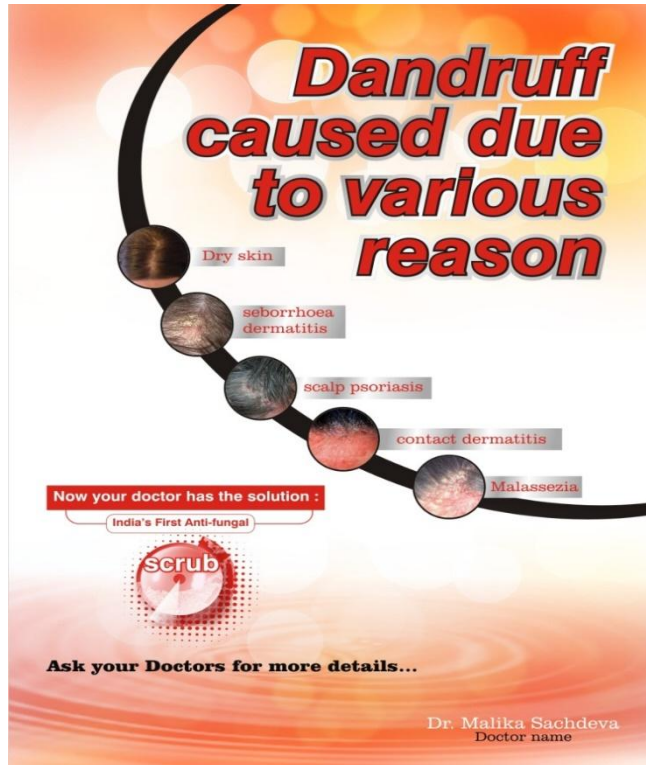
The in-clinic launch activity was grand success as the doctors responded to the launch with curiosity of the product. And they were really ready to prescribe the product.



Patient
related in-
clinic poster



It quickly communicate the information and efficiently. A new brand always needs to be registered in customer and consumers mind. It talks to the patient promptly which helps in doing its job selectively. It informs everyone that looks at just it what they are expected to know without delay. The poster is convincing to patient about its current condition with the help of image as the image



Disease related in-
clinic poster



Product benefit
related

In clinic banner for visibility



The color scheme used black and orange is eye catchy as orange background is given where the person is standing contrasting the coat. The other image shows a background full of hairs showing the girl has maintained this density of hair because of the Sparkel shampoo scrub.

Thank you

