



CHANNEL AGENCY BRIEF:

Brand: Shampoo	Country: Pakistan	Year: 2010
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Range Platform: Basic Variant	Date Issued:	Approved by Director:
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Job-to-be-Done

- Launch Dove Shampoo in Pakistan. Create White Space
- Achieve TOM Awareness Target of 3% within 1st year of the launch
- Launch it at the same price as of SSK at the moment
- Ambush Pentene and let SSK take the lead while Pentene gets busy countering you

Communication Idea:

“Touching is believing”. It will be an international TVC of 30secs with decent shots so don't think airing on PTV would be a problem

Target Audience- Females 18-45, LSM 7+

Volumetric: (category consumption, brand / variant loyalty)

Current shampoo consumption in Pakistan is approx 140ml. The category is big with still a lot of potential. Dove as a brand is chic, soft and light. Loyalty can't be determined as yet

Available in top 10 towns only.

Attitudinal: (consumer values) Spirited, Provocative, Charismatic, Witty, Passion for beauty

Females who loves to have soft and silky hair and look natural

Socio-demographic: (age, sex, class, income, etc) Woman, not a girl; Vanity is a pleasure; No matter what her role is, she shows unconstrained femininity, Look is nothing without spirit; Has champagne taste on a Pepsi budget; Enjoys compliments (but not necessarily look for them)

LSM 7+, Educated, Have the propensity to buy an expensive brand. Image and brand matters to them. They want to keep their lives simple and maintain a natural look

Measurable Marketing Objective(s): (Defined in terms of penetration (trial), repeat purchase, frequency of purchase, consumption)

- Increase per capita consumption of shampoo from 140ml to 155ml
- Penetrate into the market
- Aggressively counter Pentene

Measurable Communication Objective(s): (Defined in terms of awareness, key brand benefits i.e. Emotional / functional / sensory, brand values)

- Achieve 3% awareness at the end of first year of launch
- Functional in the launch phase
- Increase in ATP SOE measure of “make me feel happy about my hair” by 15bps

Activity & Timing **Channel Stimulus and Responsibility (who has been briefed)**

Communication Campaign:	Touching is Believing
Launch month :	It's a WHITE SPACE EXPLORATION. Suggest budgets please.
Est Budget (excl outdoor) :	
Outdoor Budget:	
Cities in which outdoors are required :	

Deliverable Required We want a detailed plan. Since the time of launch is very close, we need to take major decisions on the media strategy. So, please ensure that your presentation covers all aspects and all necessary details.