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Lux - the biggest beauty brand in Bangladesh, has retained its leadership through strong differentiation and consistently sharp positioning on beauty & stardom, No soap brand could claim to be more aspirational for the Bangladeshi consumers than Lux - 'the beauty soap of super stars'.

Lux, with its promise to turn ordinary girls into stars, launched a reality TV show "Lux Channel i Super Star", which has been running successfully since 2005. In 2009, the show received the award for the "Best Integrated Marketing Campaign" in Bangladesh.

Market

"Beauty, glamour & stardom" - this is the cherished dream of every woman. Every woman wants to look & feel beautiful. For years, Lux has been beautifying the women of Bangladesh and has turned itself into the biggest beauty brand.

Skin Cleansing is a mature category with universal penetration and stagnant volume over the years. Skin cleansing market is valued at Tk.8900 million (source: Nielson Retail Audit).

Achievements

Lux is the largest skin cleansing brand in the country with a value share of 41% in 2009. In fact Lux in Bangladesh has the highest market share in Unilever world. More than Nine in every Ten Bangladeshi consumers enjoy the luxurious bathing pleasure of Lux during the course of a year. This strong association with consumers has led to Lux becoming one of the most trusted & respected brands in the country.

Amidst strong competition from all beauty soaps, Lux has retained its leadership through strong differentiation and consistently sharp positioning on beauty & stardom. No soap brand could claim to be more aspirational for the Bangladeshi consumers

than Lux - 'the beauty soap of super stars'.

For last one decade Lux has continuously grown its market share with continuous new news through innovation and communication. In the last three years (2007 to 2009) Lux has gained 10% market share. The major growth driver for Lux has been the superior products with nationwide distribution covering all price segments and world class communication around the core proposition of beauty.

Product

With its world class research & development at Unilever, Lux always offers the best of the product in skin cleansing, setting the benchmark for the market and is complemented by the endorsement of beauty icons of each generation.

Bangladesh toilet soap segment is divided into three major segments - popular health, popular beauty and premium. Lux operates in the popular beauty segment which is the largest segment with stiff competition from local beauty soaps.

Lux currently has three main variants: Strawberry & Cream in Pink color, Peach & Cream in White color and Aqua Sparkle in Blue color. Lux's

goodness of fruity and beauty oil drop has become the secret of satin soft beautiful skin for women in Bangladesh.

Recent developments

In 2007, Lux re-launched its brand proposition on "Play with beauty" brand philosophy based on the brand essence of "Unapologetically feminine". "Play with Beauty" represents the brand philosophy of Lux. It encourages women to celebrate their own beauty and never deny themselves of this basic feminine instinct. Lux invites women to set free their inner spirits into the world of beauty and play with it. Lux believes there are no ugly women only lazy ones. Lux encourages women to enjoy the process of beauty without constraining themselves. This was launched with the global beauty balloon campaign featuring Aishwarya Rai as the brand ambassador.

Lux soap range was relaunched in 2010 with "beauty oil drop" for "Satin Soft Skin". For this communication Katrina Kaif was casted as the brand ambassador. All these created an experience in pampering indulgence and luxury designed for every woman to "behave beautiful".



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লগ ইন কর **www.luxchannelisuperstar.com**

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Promotion

Lux campaigns have wooed millions of hearts over the decades. Popularly known as the beauty soap of film stars, Lux has been an intimate partner of the brightest stars on the silver screen for decades. An ode to their beauty, an announcer of their stardom, advertising campaigns on Lux have featured film stars across the nation, promising their beauty to ordinary women.

In Bangladesh, almost all of the beautiful faces in media from different generations have been associated with Lux over the years. To name a few are Doyel, Champa, Suborna Mustafa, Nipa, Shakila Zafar, Bipasha Hayat, Afsana Mimi, Shomi Kaiser, Mou, Kushum Shikder and Aupi Karim.

However, this star depended communication was slowly seen to be losing relevance, as consumers were beginning to question if the film stars actually used the brand. Thus, for the first time the film star was used as a communication device and not as the main feature of the ad. With the new communication strategy, the film star is used purely as a communication device to portray star quality in every Lux user.

The idea - bring out the star in you - puts the consumer at the heart of the brand's promise. This promise grows beyond the functional deliverables of soap, beyond bathing and the bathroom to the world outside. It's a world where with Lux on her side an ordinary woman can impact her world with her own star quality.

This is a successful attempt to bring the brand closer to its users and to give a more youthful and contemporary image.

Lux Channel i Super Star Activation

Lux Channel i Super Star is a reality TV talent hunt in partnership with Channel i. The talent hunt is the

search for the next Super Star - someone who is vivacious, smart, confident and definitely beautiful to represent Lux. The show emerged from another iconic activation "Lux Anondodhara Miss Photogenic Bangladesh" which ran successfully from 1997 to 2003. Lux Channel i Super Star was first launched in 2004 with the promise of exclusive training, Super Star lifestyle and stunning career break in media for the winners. This show became bigger and better over the years and became a platform that transformed many ordinary girls into superstars.

Over the years, Lux has created a galaxy of super stars through this activation e.g. Shanu, Momo, Bindu, Badhon, Mim, Mehziaben & so on and has become a global benchmark for brand building in Unilever world.

Lux "Mato Ruper Rong e" - Rural Activation

Over the years Lux has been challenged with the need to strengthen the brand's performance in rural areas by taking the brand to the bottom of the pyramid and to conservative consumers with appropriate vehicle. To overcome this challenge, Lux has been carrying out rural activation- taking Lux directly to the doorstep of media-dark rural consumers.

This rural activation is designed around the new Lux philosophy and was rolled out in the form of "Lux Mato Ruper Rong e" or "Play with Beauty". The activation goes on in three phases i.e. household & school visit by brand promoters, Lux superstars' visit to rural household and prize giving ceremony on writing contest - one after another to ensure participation by the consumers, trade and local media.

Brand value

Lux is truly an international brand that believes in beauty and has always celebrated it. Lux beauty is

glamorous, sophisticated and luxurious. Lux believes in a woman taking pleasure in herself. Nevertheless, however much Lux might indulge the user with its pleasures, it never makes her feel guilty. Lux has always legitimized beauty for women.

Lux believes that every woman can make herself beautiful by giving herself a second skin by artfully adorning herself. And once she has done everything in her power to ensure that she looks gorgeous, the Lux women will most certainly enjoy using her beauty. She will, in other words, "Behave Beautiful". Lux beauty is glamorous, smart, sensuous, confident and provocative. She essentially is the woman that every woman wants to be. For Lux, beauty is the key that opens doors to opportunity and serendipity.

Lux is about celebrating femininity & beauty. Being beautiful also empowers the woman to enjoy the pleasure of using her own beauty.

For the last 50 years, Lux invited the women of Bangladesh to enjoy the pleasure of being beautiful and women of Bangladesh showed that with Lux they definitely can.

Things you didn't know

- The word Lux means 'Light' in Latin. But it was chosen more for its relation with the word Luxury.
- In 1990, British soap manufacturer, William Hesketh Lever re-launched sunlight flakes as Lux for washing woolen fabrics. Lux toilet soap first appeared in 1925 in the United States and cashed in on the flakes' reputation.
- Michelle Pfeiffer, Elizabeth Taylor, Sophia Loren, Penelope Cruz, Catherine Zeta Jones, Racquel Welch, Liv Tyler and Charlize Theron are some of the international film stars who have dazzled with Lux.
- In 1926, Ginger Rogers, the dancing diva, was the first Hollywood great to appear in a Lux commercial. It was from here onward that Lux found a permanent place in the luxurious baths of Los Angeles' marbled mansions.
- Suborna Mustafa was the first TV actress outside film world to be a Lux Model in Bangladesh. With her TV commercial, the brand communication was changed to 'Beauty soap for Super Stars' from 'Beauty soap for the Film Stars'.
- "Lux Anondodhara Miss Photogenic" was the first full fledged beauty contest in Bangladesh which ran from 1997 to 2003. This contest, which ran in partnership with entertainment magazine "Anondodhara", created stars like Farah Ruma, Moushumi, Popi, Aupi Karim, Kushum Shikder, Tinni and so on.

History

1929

Lux soap was launched in South Asia in 1929 with the very first advertisement featuring Leela Chitnis.

Since then many other gorgeous faces of the silver screen have come out in the open with their beauty secret - Lux.

1964

In Bangladesh, the first bar of Lux was made in 1964 in its Chittagong Kalurghat Factory and all the beautiful faces of Bangladesh media have been proudly associated with Lux since

then. Popularly known as 'the beauty soap of super stars', Lux has been a favorite with generations of users for the experience of sensuous, luxurious bathing.

Lux, since its launch, has been the pioneer in developing the market and shaping consumer behavior. Continuously, without failure, Lux has introduced a range of soaps in different colors,

shapes, nourishing ingredients and fragrances. However, each of the soaps consistently delighted the consumers with the same benefit of beautiful skin and aspiration to look and feel beautiful.