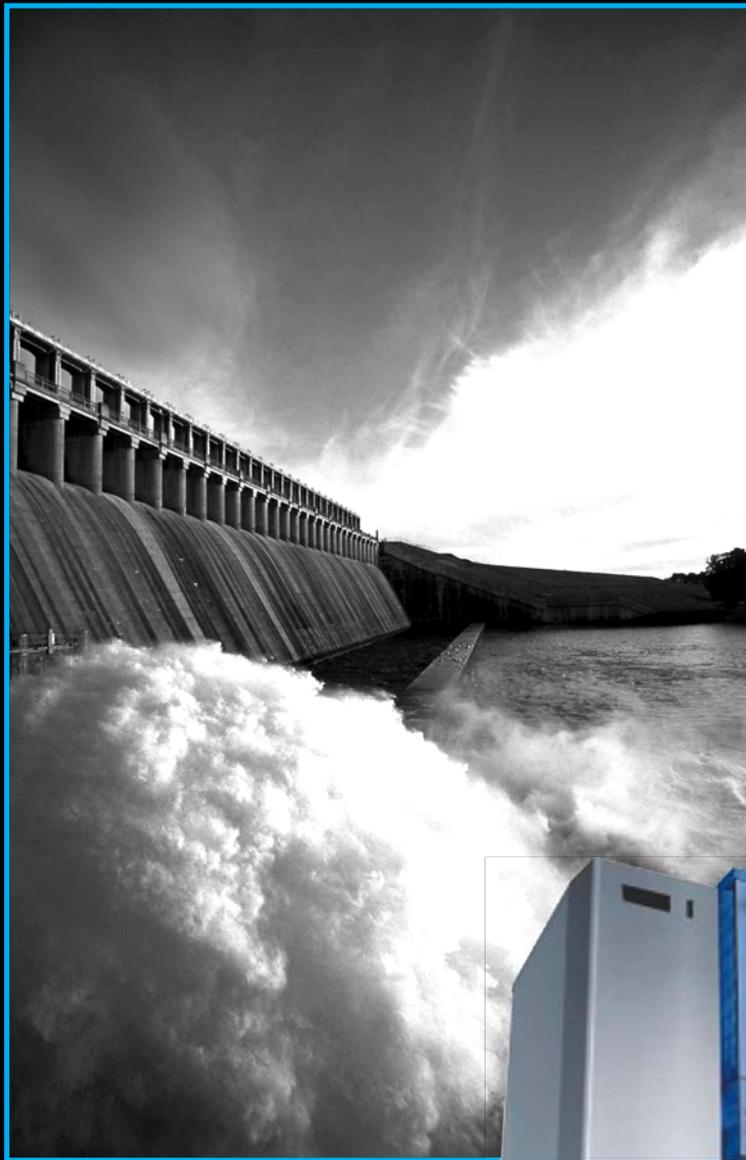


SP Group



Aquaguard™



**FROM RESERVOIR
TO WATER PURIFIER**

CASE STUDY

BACKGROUND

140 years ago Mumbai was largely an uninhabited cluster of islands. To fulfil the water supply needs of the city a reservoir was built, in the famous Malabar Hills. Not only did the reservoir sustain the needs of Mumbai for the next 100 years, it also witnessed the growth of Mumbai as the Commercial Capital of India. The **reservoir was built** by a company called Little wood Pallonji & Co., which today is **Shapoorji Pallonji Co. & Ltd.** one of the leading construction giants in India and abroad.

Over the next hundred years, the company's expertise has been repeatedly showcased on projects which involved a major advance in construction technology or whose size was beyond the capacity of most others. Blessed with a rich legacy and heritage, it has marched into the new millennium with modern management skills, state-of-the-art technology and the ideals of innovation and customer satisfaction.

Over time, Shapoorji Pallonji has built diverse civil and structural engineering masterpieces like factories, nuclear research establishments, nuclear waste handling establishments, scientific and research establishments, stadia and auditoria, airports, hotels, hospitals, giant skyscrapers, housing complexes, townships, water treatment plants, roads, expressways, power plants and biotech facilities.

When the Sultan of Oman decided to build a palace around his throne, he placed his trust in Shapoorji Pallonji.

In the early 80's the SP group analysed that beyond providing water by building a reservoir and few water treatment plants, the time had come to provide pure & safe drinking water to everyone. Hence the company explored the possibility of a diversification into "Manufacturing and Marketing of Domestic water purifiers". Though it sounds simple there were many challenges associated, one of them was the sheer size of the group itself.



WINDOW OF OPPORTUNITY

In the early 80's with the growing economy, opening up of markets, increasing literacy rate, growing health concern and the availability of a disposable income, the research proved positive for the launch of water purifiers in India. Also, the rising mortality due to drinking contaminated water encouraged the company to seriously consider venturing into water purifiers.

CHALLENGES & STRATEGY TO OVERCOME THE CHALLENGES

There were many challenges to begin with.

1. SP Group was a large corporation. Being so, venturing into something new and small was a challenge.
 - The company decided not to have the SP group logo to promote the product and instead created a new company. Thus, "Eureka Forbes Limited" was born in 1982.
2. Creating awareness among the people was a big challenge. Up until then, people were accustomed to using pieces of cloth, candle filters and boiled water to filter the water they consumed. The idea of an expensive machine and UV technology to purify water was unheard of and became more challenging.
 - Hence it was strategically planned to educate the consumer about the technology and its benefits.
3. Another challenge for the company was choosing the right channel for distribution, since the group had no prior experience in the consumer durable market.
 - Combining the challenges of awareness and distribution, it was strategised to market the product through "DIRECT SELLING" where the salesman would himself create awareness and also sell the product directly to the end consumer.
4. Defining the product mix (Product, Pricing, Placement and Promotion) was one of the biggest challenges faced by the company as this was a new category that was being created. No one was sure about the results or able to define the consumer insight without a product in hand.
 - The company believed in providing the best quality products that would break all the boundaries and set new rules of marketing.

COMMUNICATION STRATEGY

Since the product was new, the acceptance of PRODUCT, PRICE & PLACEMENT itself was a challenge. The distribution channel, direct selling, was also a whole new concept in the country. The following strategy was devised to make optimum use of the channel.

'Rather than creating awareness in mass media about water borne diseases and the affect they have on our health, it was strategized to train the salesman, make him the face of the company and get him door entry which he would utilise to convey and convince the customer.' Thus a EUROCHAMP was born; the brand ambassador of Eureka Forbes Ltd., "a friend for life."

CREATIVE

Early 80's

The water you drink may have been strained, filtered or even brought to boil. It could still give you typhoid.

Of all the diseases, typhoid is one of the hundreds of waterborne diseases that account for 80% of all human deaths. And the highway to typhoid is the traditional method of treating water - just by boiling. Filter is not good enough, it may be but dangerous. They remove only particles and bacteria - not all bacteria. The bacteria that do get trapped in the filter can breed in an aquarium, and they multiply. The water then becomes more when consumed.

Boiling is effective only if water is kept off the boil for at least fifteen minutes - but water gets rapidly re-contaminated during storage and handling. What you need is a system that not only filters but also eliminates harmful pathogenic bacteria. It appears that except AquaGuard there is no other drinking water.

AQUAGUARD IS THE ANSWER

AquaGuard has come to India after international success. AquaGuard is the first water purifier to have a non-stop supply of safe drinking water. It meets standards that stringent - that other purifiers fail to meet. AquaGuard is the only water purifier that has been approved by the Indian Ministry of Health. AquaGuard is the only water purifier that has been approved by the Indian Ministry of Health. AquaGuard is the only water purifier that has been approved by the Indian Ministry of Health.

ACT NOW!
Protect your family with AquaGuard.

AquaGuard
EUREKA FORBES LIMITED
PCCWA

EUREKA FORBES LIMITED
1001, 1002, 1003, 1004, 1005, 1006, 1007, 1008, 1009, 1010, 1011, 1012, 1013, 1014, 1015, 1016, 1017, 1018, 1019, 1020, 1021, 1022, 1023, 1024, 1025, 1026, 1027, 1028, 1029, 1030, 1031, 1032, 1033, 1034, 1035, 1036, 1037, 1038, 1039, 1040, 1041, 1042, 1043, 1044, 1045, 1046, 1047, 1048, 1049, 1050, 1051, 1052, 1053, 1054, 1055, 1056, 1057, 1058, 1059, 1060, 1061, 1062, 1063, 1064, 1065, 1066, 1067, 1068, 1069, 1070, 1071, 1072, 1073, 1074, 1075, 1076, 1077, 1078, 1079, 1080, 1081, 1082, 1083, 1084, 1085, 1086, 1087, 1088, 1089, 1090, 1091, 1092, 1093, 1094, 1095, 1096, 1097, 1098, 1099, 1100, 1101, 1102, 1103, 1104, 1105, 1106, 1107, 1108, 1109, 1110, 1111, 1112, 1113, 1114, 1115, 1116, 1117, 1118, 1119, 1120, 1121, 1122, 1123, 1124, 1125, 1126, 1127, 1128, 1129, 1130, 1131, 1132, 1133, 1134, 1135, 1136, 1137, 1138, 1139, 1140, 1141, 1142, 1143, 1144, 1145, 1146, 1147, 1148, 1149, 1150, 1151, 1152, 1153, 1154, 1155, 1156, 1157, 1158, 1159, 1160, 1161, 1162, 1163, 1164, 1165, 1166, 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The 90's

The friendly Man from Eureka Forbes is about to demonstrate the most convenient way to keep your home free of dust and dirt.

One of these days the friendly Eureka Forbes salesman will ring your doorbell and introduce himself with his identity card.

This man inspires confidence — which is only natural. Because he is a member of the largest, most successful sales organisation of its kind in India. Backed by dependable after sales service.

He will introduce modern home products to cope with today's problems — dust, pollution, contaminated water and the lack of domestic help.

He has two unique products to demonstrate: EUROCLEAN all-purpose cleaning system, which is much more than a vacuum cleaner, and AQUAGUARD on-line, water filter-cum-purifier.



EUROCLEAN removes minute specks of dirt and dust in your home effortlessly. Even dust you didn't know existed. AQUAGUARD gives you clear, safe drinking water on tap — at the flick of a switch — even if the raw water has high bacterial contamination.

The Eureka Forbes salesman will show you — your own home — how these products can bring the advantages of modern cleanliness and hygiene to your family. Making it a cleaner, safer world for you.

You need not wait till his rounds bring him to your doorstep. For further information do write to us at Eureka Forbes Limited, P.O. Box 936, G.P.O., Bombay 400 001.

Euroclean Aquaguard EUREKA FORBES LIMITED
The all-purpose cleaning system which is much more than a vacuum cleaner. On-line, water filter-cum-purifier. Pioneers in modern cleanliness and hygiene.

everest 89 EFL/188 P1

The 90's

"I thought my home was clean, till this nice man made me realize how much cleaner it could be."



Euroclean The friendly man from Eureka Forbes is helping families discover the benefits of modern cleanliness and hygiene. He will introduce you to effortless ways of keeping your home spotless — free from dust and dirt you didn't even know existed. He will also show you the convenient way to clean, safe drinking water at the flick of a switch — the Aquaguard on-line, water filter-cum-purifier. The friendly man from Eureka Forbes inspires confidence — which is only natural. Because he is a member of the largest, most successful sales organisation of its kind in India, backed by dependable after-sales service.

Euroclean The friendly man from Eureka Forbes is helping families discover the benefits of modern cleanliness and hygiene. He will introduce you to effortless ways of keeping your home spotless — free from dust and dirt you didn't even know existed. He will also show you the convenient way to clean, safe drinking water at the flick of a switch — the Aquaguard on-line, water filter-cum-purifier. The friendly man from Eureka Forbes inspires confidence — which is only natural. Because he is a member of the largest, most successful sales organisation of its kind in India, backed by dependable after-sales service.

The 90's

AN ACTUAL CONSUMER EXPERIENCE WITH THE FRIENDLY MAN FROM EUREKA FORBES

"I thought my home was clean, till this nice man made me realize how much cleaner it could be."



Everyday, the friendly man from Eureka Forbes is helping families discover the benefits of modern cleanliness and hygiene.

You, too, could welcome him in. In the comfort of your home, he will demonstrate the Euroclean Mitey Vac all-purpose cleaning system. And introduce you to effortless ways of keeping your home spotless — free from dust and dirt you didn't even know existed.

He will also show you the convenient way to clean, safe drinking water at the flick of a switch — the Aquaguard on-line, water filter-cum-purifier.

The friendly man from Eureka Forbes inspires confidence — which is only natural. Because he is a member of the largest, most successful sales organisation of its kind in India, backed by dependable after-sales service.

Once he rings your doorbell, he needs just 30 minutes to help change your life.

But you need not wait — you can contact him now. For your family's sake.

Write to Eureka Forbes Limited, P.O. Box 936, G.P.O., Bombay 400 001.

Euroclean Aquaguard EUREKA FORBES LIMITED
The all-purpose cleaning system which is much more than a vacuum cleaner. On-line water filter-cum-purifier. Pioneers in modern cleanliness and hygiene.



The 2000's

"HE PROMISED HE HAD SOMETHING THAT COULD CHANGE OUR LIVES... WE WERE AMAZED WHEN HE SHOWED US HOW!"



The friendly man from Eureka Forbes presented his card. "I would like to demonstrate our Euroclean 2000 Vacuum Cleaner, a cleaning system you could conveniently use anywhere!" He said. He began to show us how — patiently and thoroughly. From carpets to sofas, from curtains to ceiling, he made everything sparkling clean. He even showed us how effectively the Euroclean 2000 could clean delicate audio equipment, spray paint our refrigerator or be used for washing our plates. He offered to stop by at home as often as we liked to teach us on how to use the product.

"We'll help over one and a half million families discover an easier way to a cleaner home," he said with pride. "Families prefer us because they can contact us directly — with just a phone call. We have a country-wide service network and offer after-sales service at your doorstep. That's what makes us different from the others."

"We were impressed, we bought the Euroclean 2000. And our home has never been cleaner thanks to the friendly Eureka Forbes man."



For a FREE 2000 DEMONSTRATION of the Euroclean 2000 Vacuum Cleaner and Aquaguard 2000 Water Filter cum Purifier by the Friendly Eureka Forbes Man, call us now at the toll-free phone number. Euroclean 2000 Vacuum Cleaner: P.O. Box 936, G.P.O., Bombay 400 001. Aquaguard 2000 Water Filter cum Purifier: P.O. Box 936, G.P.O., Bombay 400 001. For more information, visit our website at www.eurekaforbes.com. © 2000 Eureka Forbes Limited. All rights reserved.

MEDIA STRATEGY

The media was very tactically used to communicate the brand promise and thus connect with the consumer. Above-the-line (ATL) media like Print and Television was used and supported by Sales Tool.

1. Sales tool was extensively created at point-of-contact and used to communicate awareness and product benefits to the end consumer.
2. Print media was used to Build "EUROCHAMP" as "A FRIEND FOR LIFE" and create door entry to EUROCHAMPS.
3. Television was tactically used to create awareness and build "EUROCHAMP" as "A FRIEND FOR LIFE".

POST CAMPAIGN RESULT:

A new category - 'domestic water purifier' was created from the largest construction company in the country. SP Group established the largest water purifier company in the country and a successful brand in consumer durables.

Brand Eureka Forbes Ltd. (EFL) and Aqua Guard have become a generic brand in the water purifying industry in the country and have touched almost everyone's life directly or indirectly.

Eureka Forbes has become the largest direct selling company in Asia and currently employs a strong field force of more than 6000 salesmen.

White papers on their success story have been presented at Harvard University.

EFL has won many awards, accolades and has become the Indian Super Brand Company.

Triton Communications has the credit of servicing Eureka Forbes for the past 20 years and our director **Mr. A.Y. Merchant**, for launching this brand from its inception.

