

Promoting Toothpaste Brands in Bangladesh: A Content Analysis on IMC Approaches

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Abstract

Integrated Marketing Communication for the mass level of marketing for a low-involvement product like toothpastes is targeted to maximize the coverage and to be successful to instigate sales. For toothpastes, campaigns are not only inevitable for the promotion of product, but also for the development of effective and healthy oral hygiene behavior for the population at large. Most of the toothpaste brands in Bangladesh are trying to use multiple types of methods to promote their brands ranging from traditional campaign to latest interactive contacts through networking. This article used the case-study approach to identify and describe recent means and methods to promote toothpaste brands in Bangladesh. It examined all possible IMC campaigns by twelve available

brands in Bangladesh in print, broadcast, interactive, transit, outdoor and direct media from the year 2000 to early 2012, collected from newspapers, magazines, textbooks websites and agencies. Then the systematic review and analysis was made to identify the trend of promotional campaign for different toothpaste brands. The insights generated from the study can give thorough understanding for the brands' management, agencies, sponsors, academia and public relation stakeholders. Further scope can be generated to undertake research in change in the message pattern and the level of mass awareness. Again, the effectiveness of campaigns also can be measured.

Key Words: *Integrated Marketing Communication (IMC), Toothpaste, Brand, Advertising, Bangladesh, Message and Promotion*

1. Integrated Marketing Communication (IMC)

IMC is a cross functional process for creating and nourishing profitable relationships with customers and other stakeholders by strategically controlling and influencing all messages sent to these groups and encouraging data-driven, purposeful dialogue with them. IMC is the term used to describe a holistic approach to marketing communication.

IMC developed during the 1990s as an endeavor to achieve consistency across marketing communications discipline and media that had become fragmented over time through the cultivation of individual disciplines, competition and the development of independent communication objectives. By 2000, it was recognized that there was a logical and practical need in what was called stage for IMC for this to be extrapolated across all organizational contact with customers and therefore across the entire organizational business process.

2. Available Toothpaste Brands in Bangladesh

There are number of toothpaste brands available in Bangladesh. Some of them are manufacture locally and some of them are imported. We have considered only those brands who actively participated in IMC campaign in Bangladesh. The brands that we considered are Close Up, Pepsodent, White Plus, Keya Active, am pm, Meril, Cute Smokers, Mediplus DS, Fresh gel, Everyday Super Mint, Dabur Meshwak

3. IMC tools used by available toothpaste brands in Bangladesh

Most of the toothpaste brands in Bangladesh are trying to use fresh and modern methods to promote their brands. There are difficult types of IMC tools that are available for promoting products and services. There are some latest and hottest trends in IMC that are gaining popularity. Now-a-days the companies are using multiple IMC tools like-

- ✓ Media Advertising (TV, Radio, Newspaper, Magazine)
- ✓ Place Advertising (Billboards, Posters, Transit)
- ✓ Trade Promotion (Cooperative Advertising)
- ✓ Consumer Promotion (Premiums, Contest)
- ✓ Event Marketing and Sponsorship
- ✓ Public Relation (PR)

- ✓ Personal Selling
- ✓ Below the line

4. Content Analysis

4.1 Television Commercial

Perhaps the greatest advantage of TV is the opportunity it provides for presenting the advertising message. The interaction of sight and sound offers tremendous creative flexibility and makes possible dramatic lifelike representations of products and services.

Almost all the toothpaste brands promote their brands through television advertisement. Because TV has a wide audience that has a great appeal for companies selling staple items like toothpaste with general target markets. Toothpaste brands mostly use Bangladesh Television (BTV) and satellite channels like NTV, Channel I, ATN etc.

In order to analyze the content of TVC we have taken 8 different TV commercials those are currently on air.

4.1.1 Message Content

After analyzing 8 different ads of 8 different brands we have identified that most of the companies have focused on

- ✓ Germ fighting ability
- ✓ Healthy teeth
- ✓ Fresh breath
- ✓ Whitening
- ✓ Gum protection

4.2 Print Advertisement

The role of magazines and newspapers in the advertiser's media plan differs from that of the broadcast media because they allow the presentation of detailed information that can be processed at the reader's own pace.

Numbers of magazines are published in Bangladesh. Most of them appeal to different social groups, enabling the advertiser to reach significant segments of the population who at least can be segmented on socio-economic grounds.

Toothpaste brands use Anondo Alo, Anannaya, Canvas, [Shaptahik 2000](#), Mirror etc to promote their brands. Cute, Meril, Pepsodent, Close Up heavily rely on magazines because it has selectivity, excellent reproduction quality, creative flexibility, permanence, prestige, readers' high receptivity and involvement,

4.2.1 Message Content

After analyzing the 5 different ads of 5 different brands we have identified that most of the companies have focused on

- ✓ Germ fighting ability
- ✓ Fresh breath

- ✓ Stain remove
- ✓ Flavors
- ✓ Encouraging children for brushing
- ✓ Brushing time
- ✓ Celebrity use

4.3 Out-of-home advertising

Out-of-home advertising encompasses many advertising forms, including outdoor (billboards and signs), transit (both inside and outside the vehicle), skywriting, and a variety of other media.

The Pepsodent Dentibus, which travel around the country, serve to communicate name of the organizations and the brand to all those who are in the vicinity of the vehicle.

Cute, Pepsodent, Close Up, White Plus, etc use billboards and posters to communicate their messages among mass people of Bangladesh.

4.4 Public Relation

Companies call press conferences when they have significant news to announce, such as the introduction of a new product or advertising campaign. Moreover newspapers publish special features on different CSR activities of toothpaste brands. Such as Oral Hygiene program of Unilever got huge attention of several leading newspapers of Bangladesh.

4.5 Consumer Promotion

Sales promotion techniques such as contests or sweepstakes and premium offers are often used to draw attention to an ad, increase involvement with the message and product/service, and help build relationships with consumers.

A premium is an offer of an item of merchandise or services either free or at a low price that is an extra incentive for purchasers. Different toothpaste brands offer gifts such as toothbrush, Laptops for the purchasers of specific toothpaste.

Contests have become a popular sales promotion tool for targeting specific market segments. During Valentines Day, Close Up with the collaboration of satellite tv channel ntv arranged one contest on love stories. Based on the winning story ntv aired special drama on February 14 where close up was the prime sponsor. The brand Close Up nicely interlinked their emotional appeal 'the closer, the better' with the contest theme.

4.6 Trade Promotion

4.6.1 Cooperative Advertising

With the cooperation of dentists Unilever Bangladesh tries to promote their brand Pepsodent. The company sponsors the billboard in front of Dentists' Chambers.

4.7 Personal Selling

Among all the toothpaste brands mostly Mediplus DS of Anfor's BD Limited use personal selling as an IMC tool to promote the brand. The company use opinion Leaders- the dentists to influence the final consumers. Mediplus sends their sales representatives to Dentists' Chamber. The sales force tries to convince the Dentists through providing brochures and free samples of toothpastes.

4.7.1 Message Content

Mediplus mainly focus on rational appeal. Moreover they try to use emotional appeal. From the inserted pictures we can observe that in the brochures the brand highlighted –

- ✓ Pain relief
- ✓ Removes stains
- ✓ Protection against acid erosion
- ✓ New taste
- ✓ Gum protection
- ✓ Fluoride protection

4.8 Event Marketing and Sponsorship

Different toothpaste brands in Bangladesh try to promote their brands among Bangladeshi customers through organizing various events.

Mediplus DS toothpaste promotes their brands through sponsoring different events for Bangladeshi Dentists. Sometimes they organize seminars for the Dentists. Moreover they support different promotional events either financially or by donating supplies and services.

In Bangladesh, Unilever undertakes sponsorships to build brand associations and to increase the value of the brands in the consumer mind. Close up, toothpaste brand of Unilever sponsor different cultural events. Bangladesh Academy of Dentistry International organized South Asian Dental Congress in Dhaka. At this event the title sponsor was Pepsodent toothpaste.

4.9 Below the line

4.9.1 School oral hygiene awareness program

The Pepsodent team concentrates on schools across the country and suburban localities to promote oral hygiene. Initiatives like the Dental Support Program and Dental Health Awareness Week, both of which have been quantum leaps in developing good oral hygiene practices. Furthermore, Unilever Bangladesh reached out to educate imams at mosques on dental hygiene, so that they can disseminate the message to their congregations. More than 3 million school children have been covered through this Program.

4.9.2 Bangladesh Dental Society Oral Health Day

Unilever Bangladesh and Bangladesh Dental Society (BDS) have been working together for over a decade to promote oral health of Bangladeshi people. One of the major activities that are carried out in partnership is the Pepsodent - Bangladesh Dental Society Oral Health Day. In 2007, the day was organized on November 16. People called in for appointment at a stipulated time to have his or her teeth checked by dental professionals. 300 dentists at 257 clinics in 64 districts gave free dental check-up to 12,500 people. Unilever setup temporary dental facilities in districts where there were no clinics available. The Day provided people with an opportunity to be aware of the condition of their teeth and also promoted general awareness of oral hygiene.

4.9.3 Mobile Dental Care Clinic

Pepsodent Dentibus – a mobile dental care unit complete with basic dental treatments and specialized dentists are going around the country with free checkups and advice. The Dentibus travels to 2 schools a

day to create dental health awareness along with providing free checkups to students. More than 1000 children per day thus come to know about better dental hygiene through this program. Besides this, the bus also visits various neighborhoods where a lot of excitement is created around the free checkups.

5. Discussion and Conclusion

Nearly everyone in the modern world is influenced to some degree by the emergence of integrated marketing communications (IMC). With the change in communication practices and technologies, integration in marketing techniques is inevitable for companies to survive in this multi-national and multicultural world emerging globally. Integrated Marketing Communication (IMC) is more than the coordination of a company's outgoing message between different media and the consistency of the message throughout; it also facilitates in ascertaining the effectiveness of the overall marketing effort to the establishment of brand messages and its evaluation. IMC represents the judicious and efficient use of promotional tools so that a universal, clear, and effective promotional message is communicated amongst the target audience to sell products and services as well as to promote causes, and deal with societal problems.

This research study explored the concept and phenomena of IMC directly in the real world of communication through the content analysis of various messages that are followed to promote the toothpaste brands in Bangladesh; and mostly see the sights of their motivational techniques and power in efficiently persuading the end users' consumption behavior. After exploring different promotional activities of toothpaste brands in Bangladesh, we observed that the brand identity like- Close Up, Pepsodent, White Plus, Keya Active, am pm, Meril, Cute Smokers, Mediplus DS, Fresh gel, Everyday Super Mint, Dabur Meshwak results from various forms of integrated marketing communications activities used by a company, including mass-media advertising, sales promotion offers, sponsorship activities at sporting or entertainment events, websites on the Internet, and direct-mail pieces such as letters, brochures, catalogs, or videos; or company may disseminate information about brand in stores at the point of sale; through articles or stories the customers see, hear, or read in the media; or through interactions with a company representative, such as a salesperson. The results of this study lend support to existing concerns about the techniques of different modes of IMC to influence the beliefs and behaviors of customers towards the toothpaste brands. A majority of health messages regarding the usage of toothpaste brands communicated through various IMC tools, like- Media Advertising, Place Advertising, Event Marketing and Sponsorship, PR, Personal Selling; are accepted as true by all section of population, from children to aged people. Nevertheless, the level of acceptance regarding these commercial messages on television, magazines, radio or brochures largely rely on the prevalence of belief. It is tempting to speculate that the variations in the acceptance level can be observed among different group of viewers or receivers at different socioeconomic segments of the population.

At the end we all should remember that as the new millennium begins, we are experiencing perhaps the most dynamic and revolutionary changes of any era in the history of marketing as well as marketing communications. Consumers are finding it increasingly difficult to avoid the efforts of marketers, who are constantly searching for new ways to communicate with them. Numbers and variety of media is bombarding potential customers with messages, therefore it is vital to have clear and consistent communication in the clutter to create brand awareness, deliver information, educate the market, and advance a positive image of the product brand. Therefore the challenge is to understand how to use the

various IMC tools to create and deliver the branding message most effectively and efficiently. As a need of time we need to adopt the IMC program through the right combination of tools and techniques to speak with one voice for eliciting a response towards the brands that deserve loyalty.

6. References

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