



Prospects and Challenges in Brand Building

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ABSTRACT

This case study focuses on the prospects and challenges faced by a budding pharmaceutical company named Supradent Drugs Limited. It is a company which was started with a motto "For the dentist; By the dentist" in Dharmapuri district, South India. Supradent was established with an innovative concept, where likeminded dentists joined hands to deliver world class dental service. In this organization the dentist are shareholders and run their business to take care of all their clinic's dental needs. The company was started with an objective to help the dentist's society, where the dental practice is becoming a herculean task with rising costs in running a clinic. In this case the author have discussed how supradent have carried out its brand building activity for its flag ship product named "KIDZ" tooth paste among its end users. The current study also reveals the bottlenecks faced by the company in promoting their new product.

KEYWORDS : "KIDZ" Tooth Paste, Brand Building, Over The Counter (OTC)

Supradent drugs Limited is a pharmaceutical company which was started with a motto "For the dentist; By the dentist". It is a company with an innovative concept where dentists are share holders and they run their company to take care of all their clinic's dental needs. The company was started with an objective to help the dentist's society, where the dental practice is becoming herculean task with rising costs in running a clinic. Initially, the Material division and Pharmaceutical division was started by the group, in material division they deal with all type of dental equipments, materials, disposable items etc. The Pharmaceutical division initially came out with the following products viz., pain killers, antibiotics and kids tooth paste and anti sensitive tooth paste for adults.

The brand "KIDZ" is a tooth paste meant for the kids which is a flagship product of Supradent. The company has planned to establish its brand through this ace product. This exclusive paste for kids has very less sodium mono flour phosphate content when compared to other competitive brands. This aids for better caries protection and helps in controlled fluoride absorption in the areas where there is more fluoride content in water. As a brand building exercise the company named its flagship product kids tooth paste as "KIDZ" as the name itself is special about the product which becomes one with kids.

Supradent always believe in whatever they do, it should really benefit their end users and society. Keeping in mind, they wanted to promote their flagship product "KIDZ" in a novel manner through a school awareness campaign programme, with a sense of social responsibility. The company had two main objectives in carrying out this activity, first they wanted to create an awareness and promote their new product directly to their end users. Next, they were interested in doing good to the society through their oral health awareness programme, so the company has decided to organize an "oral health awareness programme" for the school children.

Later, the company wanted to experiment this programme in a cosmopolitan city for better product reach, which was quite far away from their hometown, where their head office was situated. The marketing team of Supradent visited the schools in that city and got permission from the concerned authorities.



Exhibit: 1 Stage set ready for Campaign



Exhibit : 2 Team Supradent with school children

As planned the team Supradent initiated this programme in a school in that cosmopolitan city. The programme commenced with an ice-breaking fun games, followed by skit with the help of some animal characters depicting the importance of good health and hygiene. Cap printed with brand name "KIDZ" were distributed to the school children, and surprise gifts were also given to children who actively took part in the programme. Teachers and their children they thoroughly enjoyed the programme. The children who participated in that programme were in the age group of 6 to 12 years.

The company dentist volunteered for this programme, the importance of tooth care was enlightened and oral hygiene habits along with proper brushing technique was taught to the children. The dentist also encouraged the teachers and children to pose many questions with regard to their oral health. At the end of the programme sample "KIDZ" tooth paste was distributed to all the children.



Exhibit : 3



Exhibit : 4
Exhibit 3 & 4 : A live interactive session with dentist



Exhibit : 7 Children endorsing "KIDZ"



Exhibit : 5 Children as brand ambassadors'



Exhibit 8 Nostalgic moments



Exhibit : 6 Distribution of free samples

This promotional technique had its own merits and demerits. Even though the product was taken directly to the end user and adequate awareness was created. The company had to face several bottlenecks in ensuring the effective availability of the product. Since the brand was more of an over the counter (OTC) product the stockist had their limitations in stocking the item. Initially, the company had an idea to promote the product as a non OTC product through medical prescriptions. Later, it was found that the product was more of OTC in nature.



Exhibit: 9 Initiating sales after school activity

Through this programme supradent's flagship product was taken directly to the end users and brand building exercise was also carried out successfully among the target group. At the end of the school activity the marketing team was directed to ensure that their product was well stocked in all the medical shops around the schools. Moreover the same activity was extended to another 30 schools reaching approximately 25,000 children in that city.



Exhibit: 10 Display of promotional posters

Since the company was budding it had to work hard on budget constraint. There is a need for effective follow up for a brand building of this nature. The follow up became very hard as the company sales representatives kept changing. At the start of the program there will be a person and at the end of a cycle the follow up will be handled by another person who is not aware of what had happened earlier and hence the hiccups. Other main difficulty the company faced was they have not started the brand building exercise in their home town first and extended to other areas. Due to various reasons it happened vice versa and hence the company had to incur increased initial expenses and at the same time follow up program has also become very difficult to be organized.

Points for Discussion:

Suggest some suitable strategies for Supradent to overcome their challenges?