

Cinthol - Comes Alive!

by Sanjay Jain & Priyanka Dave

Introduction

Godrej consumer products ltd (GCPL), the second largest toilet soap maker in India has re-launched its 60 year old Cinthol brand with a major shift in its positioning. Cinthol currently operates in 'popular' segment of soap market and has been positioned strongly as machismo brand. The company has decided to drop masculine image of the brand and attempting to reposition the Cinthol as youthful and joyful with unisex appeal in 'premium' segment. The new positioning theme is 'Alive is Awesome'.

Company highlights that changes in consumer demographics and consumer behavior, emergence of women as key decision maker, and a small presence of Cinthol in toilet soap industry are main reasons for the repositioning. To connect with the new target market i.e. young generation, company has revamped Cinthol's entire product range. It has also introduced new products as well as new variants in existing categories. However, for the successful repositioning, the brand has to pass through numerous challenges and need to decide that how to deal with them.