

# Baby Cheramy

pure love



## Market

Baby Cheramy competes in the baby toiletries and accessories market, catering mainly to newborns up to one and a half years old. Its primary target audience is first-time mothers in the upper-middle to lower-income groups. Within the baby toiletries and soap markets, Baby Cheramy competes mainly with Unilever's Pears and Johnson's Baby, which is marketed and distributed by CIC.

Approximately 340,000 babies are born each year in Sri Lanka. The toiletries market for newborn babies was valued at Rs. 572 million in 2005 (Source: LMRB), with Baby Cheramy holding a 47% share, Pears 31% and Johnson's Baby 19%. In short, Baby Cheramy has a healthy lead over its nearest competitor.

The baby soaps market was valued at Rs. 863 million in 2005 (Source: LMRB), with Pears holding 49%, Baby Cheramy 34%, the Hettigoda Industries' Kekulu brand 9% and Johnson's Baby 3%.

There is also the baby accessories market which consists primarily of feeding bottles, nappy wash detergents, diapers, teats and cotton buds. Here, Baby Cheramy competes with a plethora of brands such as Farlins, Doctor Baby and P&G's Pampers. However, Baby Cheramy is the market leader in terms of value in this segment.

## Achievements

The brand, which started out with only a cologne at birth, has flourished since the early 1980s to be the diverse, multi-sector range it is now. Through the years, awareness and trust in the brand has grown from strength to strength – and this is reflected in its sales volumes and market share.

Within the baby colognes sector, the heartland of the brand, Baby Cheramy cologne is not only the clear market leader with a 46% share (Source: LMRB 2005), but it also lays claim

to 35% of the market for colognes overall. In creams too, Baby Cheramy has a 54% share within the baby segment and an overall 28% share of the creams segment in its entirety. In these two sectors, Baby Cheramy is thus the market leader by far.

In terms of product distribution, Baby Cheramy now permeates all geographical and socio-economic households in Sri Lanka. The product is also exported to countries such as the Maldives, Australia, New Zealand and India, to name a few.

Today, Baby Cheramy is a formidable billion-plus brand in rupee terms and an icon in baby care in the Sri Lankan marketplace.

## History

Baby Cheramy eau de cologne was launched by Mohsinally Esufally, the founder of Hemas, in collaboration with a French multinational



company in 1962. It is now the iconic baby smell for most Sri Lankan mothers. At the time, there was no other baby-care toiletry item in the market. The cologne was distributed through a third party and was relatively small in terms of corporate strategy. Moreover, it was distributed merely as a baby cologne, rather than as a Baby Cheramy branded product.

In 1982, Esufally's nephew – the current CEO of Hemas Marketing, Husein Esufally – joined the business. He saw potential in the brand and the product, and felt the need to focus on branding to build customer loyalty. Soon, Hemas acquired the brand from the parent company and this kick-started a concerted marketing effort for Baby Cheramy.

With a small marketing team, the younger Esufally initiated various below-the-line activities, including distributing leaflets and samples at maternity hospitals and clinics in major towns across the nation. This grass-roots-level marketing strategy was responsible for building brand equity that has lasted through the years. The brand then diversified into other sectors such as soaps, creams and talcs, and accessories such as feeding bottles.

In 2003, the Baby Cheramy brand underwent a packaging and communications overhaul. This improved the brand's image, and it was repositioned at a new level through strong emotive communications that revolved around the precious moments experienced by mothers and their babies.

The new and improved packaging took on softer contours and an emotive mother-baby image. This combination was an instant hit and it gave the brand a strong shelf identity in the stores. This relaunch took the brand to new heights, with it achieving turnover growth of 24% over the preceding year. Today, Baby Cheramy dominates the baby colognes and baby creams markets and it is a very strong second in the baby soaps market with 35% share in terms of sales volumes.

Another important facet of its relaunch activities was a focus on improving the brand's retail presence. The concept of precious moments was reinforced with large displays of a mother and her baby. And modern trade channels were exploited to showcase the brand, with attractive gondolas gracing many outlets. Strong, emotive point-of-sale material also contributed to the brand's repositioning success. Soon, Baby Cheramy possessed the big brand feel – it was literally positioned for success.

## Product

Baby Cheramy cream is an extra thick, extra rich, lanolin-enriched cream that offers better protection and healthy, smooth, more supple skin. Its special silicone formulation is ideally suited for a baby's tender skin.

Baby Cheramy cologne is formulated with glycerin, to retain the delicate balance of moisture in a baby's tender skin. It is available in two long-lasting fragrances – the original Baby Cheramy cologne and a floral extension, Baby Cheramy Petals.

A pure, finely fragranced talc that keeps



babies dry and fresh throughout the day comes in the form of Baby Cheramy talc. The talc comes in two fragrance options – Original and Petals – as well as a specially formulated, safe and effective prickly-heat option.

Baby Cheramy shampoo is an extra-mild formulation that cleans babies' soft hair gently.

And there's Baby Cheramy oil, a highly purified oil for massaging a baby's limbs and scalp for better circulation, helping muscle development and reducing cradle cap.

Baby Cheramy moisturising soap is enriched with glycerin to leave baby skins clean, soft and gently moisturised. Many mothers prefer the soft floral fragrance of the soap.

A range of Baby Cheramy accessories offers high-quality diapers in small, medium, large and extra-large sizes, in packs of four and more. There are glass feeding bottles with anti-colic wide-neck teats, buds made of 100% cotton and a germ-fighting nappy wash detergent for brighter whites.

## Recent Developments

In late 2004, Baby Cheramy decided to add a natural product range to meet a growing need for natural-herbal ingredient-based products. Baby Cheramy's Aloe Vera soap and cream was thus launched.

In mid 2005, Baby Cheramy launched a range of colognes in plastic bottles, in pursuit of price parity with Johnson's Baby colognes. This sub range – fondly known as the toy range, because of its whimsical nature and the names Baby Doll, Lucky Ducky and Teddy Bear – are available in fresh, fruity, floral fragrances.

In May 2006, the brand was freshened up with a change of the mother-baby image on its pack. New TV commercials for key products were also produced to communicate the main benefits of each product.

## Promotion

The brand's marketing effort began in the early 1980s, when its competitor, Pears, was prominent in the media with its range of baby-care toiletries. Baby Cheramy's marketing activities were limited to below-the-line promotions and some press publicity at this time.

Baby Cheramy's brand communications have focused on the core buyer and user – the mother and baby. But in the past, other personalities such as siblings and other relatives have also been present. Moreover, the tone and execution of the communications material weren't necessarily consistent across the different mediums.

Since the 2003 re-launch, however, communications pertaining to the main Peach range of toiletries have adhered to strict guidelines for storylines,

characters, production values, tone and execution, thereby defining the brand's positioning in a more emotive form. Within this framework, the key benefit of each product is communicated with a hook in the storyline that stirs emotions, leading to greater recall and motivates prospective customers.

Over time, Baby Cheramy has sought to be more than a range of baby-care products. In keeping with the brand's identity as a confidante to mothers, it has also sought to understand a mother's innermost needs in caring for her child's needs.

It has, for instance, conducted islandwide pre and post-natal care workshops with the help of doctors and pediatricians. It has used TV talk shows to advise mothers on pre and post-natal care. It has also produced a detailed chart on Early Childhood Developments (ECD) for a baby's first year. It conducted the Baby Cheramy Tikiri Suwanda competition, which offered savings certificates – each worth Rs. 215,000 at maturity – to 30 little lucky winners. The objective was to offer a prize that had long-term value to children.

The competition was held over two years and was replaced by the Baby Cheramy Suwa Singithi Wasana contest, a healthy baby contest along the same lines. An esteemed panel of pediatricians judged the babies' health based on physical dimensions, immunisations, medical history and so on – the objective being to create awareness and promote the importance of health and well-being of infants. The competition was held regionally in twelve locations islandwide, and then at a national level, with the final event in Colombo. Prizes included gold sovereigns, savings certificates worth Rs. 1.25 million and a house worth over Rs. 2 million. The event was held over two consecutive years.



In 2002, UNICEF signed a Memorandum of Understanding with Baby Cheramy as a partner to extend ECD programmes in Sri Lanka. At the time, ECD was one of the flagship programmes of UNICEF in Sri Lanka. The programme aimed to develop the full potential of a child, in terms of ensuring its cognitive, physical, social and emotional development, focusing on children under five. Its emphasis was on laying the foundation for children to achieve their fullest potential for life-long learning and social skills.

Baby Cheramy's primary role in the ECD programme was to enhance awareness of the programmes in Sri Lanka, as well as support its infrastructure development. To enforce this awareness, Baby Cheramy launched a media campaign to educate parents on ECD and its benefits. As for infrastructure development, the brand was involved in assisting with the conversion of existing pre-schools to ECD centres, from which education on ECD would stem. The district of Kalutara was the pilot project in rolling out this programme.

## Brand Values

Baby Cheramy is a range of baby-care toiletries and accessories specially formulated and manufactured to help keep babies protected, nurtured and healthy.

When in use, the products create precious bonding moments between a mother and her baby, giving rise to the brand's concept of creating precious moments between the two. The brand's core values reflect gentle loving care and reassuringly trustworthy quality.

[www.hemas.com](http://www.hemas.com)

## THINGS YOU DIDN'T KNOW ABOUT

### Baby Cheramy

- ▶ The Baby Cheramy brand dates back to 1962, when Hemas launched an eau de cologne together with a French multinational company.
- ▶ To this day, the Baby Cheramy cologne's fragrance remains unchanged and is even sold in a simplified version of the original glass bottle.
- ▶ Many households have a bottle of Baby Cheramy cologne handy for head bumps and other minor mishaps, even if there are no babies in the family.
- ▶ Baby Cheramy cream and Baby Cheramy cologne sell more than any other cream or cologne brand in the country.