



Share Water, Create Happiness

Team Members:

Aliakber Kazmi

Aisha Murtaza

Usman Khaliq

GHULAM ISHAQ KHAN INSTITUTE OF ENGINEERING SCIENCE
AND TECHNOLOGY

INTRODUCTION

Pureit is currently struggling to gain traction in the Pakistani market. Upon analysis, there are two glaring problems that need to be addressed:

- 1) The lack of incentives for customers to shift from the status quo of using traditional methods like boiling water to buying a water purifier.
- 2) Trusting Pureit as a viable solution for obtaining clean drinking water.

Current Status of Pureit in the Consumer Market:

Unilever's current modus operandi marketing and selling Pureit is not effective. Pureit Water Experts(PWEs) merely list the potential advantages of Pureit. There is a need for establishing a personalized connection with the target market, since a structural shift of opinion about the workability and advantages of a water purification system needs to be established.

Benchmarking Pureit's Current Implementation in Pakistan with India

In India, Unilever digitized the distribution networks of Pureit via a well maintained online delivery and service portal. The adaption of the product was community driven. Endorsements from the health authorities eased Pureit's acceptance amongst the consumers.

In comparison, interaction between the product and the customer is missing in Pakistan. The Pureit website is outdated and low in User Experience (UX), while the customer service leaves much to be desired. We feel that Unilever Pakistan needs to get directly involved with its target audience and make the buying process highly personalized, since the usage of Pureit requires the customers to be strongly convinced about the product's utility.

CENTRAL IDEA

BASIC INSIGHT:

The community in the target group(TG) is the main catalyst for our marketing campaign. We need a more intrinsic, personalized interaction with our TG, hence we need to use internal stakeholders i.e. the Pureit ambassadors and Pureit agents selected from the community, along with endorsements from doctors and health officials.

CENTRAL IDEA:

‘Share water, create happiness.’

Problem 1: Lack of Incentives for New Customers for Using Pureit

Problem 2: Trust In The Workability of Pureit

Purepoint campaign: Be a Pureit Ambassador

Trust building campaign

Activation campaign: ‘Saaf Pani, Saaf samaaj’



PUREPOINTS CAMPAIGN: SPREADING PUREIT THROUGH AMBASSADORS

What are Purepoints?

We believe that Pureit customers need to feel that they are valued for their choice. They need to have something “extra” to enhance the appeal for the product. ‘Purepoints’ are points that are gained either through continued usage of Pureit or by referring people to buy Pureit kits . Purepoints can be used to buy other Unilever products such as Dove, Lifebuoy, Knorr, Surf Excel etc.

The Purepoint System:

500 points for buying a Pureit kit

500 points for every filter purchase

1000 points for referrals (only Ambassadors* can refer)

*Threshold value for becoming an Ambassador: 2000 points



What can you do with Purepoints?

Purepoints can be used to purchase Unilever products at leading supermarkets* in Lahore and Karachi. The purepoint-Rs. conversion is direct, meaning that you can directly cash out any products that you buy!

*(Metro,Chase Up,HyperStar)

Who are Pureit Ambassadors?

Pureit Ambassadors are our key activators. Initially, customers need to have continuous usage to gain ‘Purepoints’ and reach the threshold level of points (2000 points) to gain the status of Pureit ambassador. The threshold is important to encourage only well thought out referrals (and negate possible hacks). Ambassadors can refer other people to Pureit for a discounted price of 20%.

Why become a Pureit Ambassador?

- Referrals to friends, relatives etc. at a 20% discount.
- Personal Ambassador cards with Customer ID for using Purepoints to buy Unilever products.
- Bigger range of Unilever products to purchase from Purepoints.

How do referrals work?

An existing Pureit ambassador can refer a potential customer to Pureit at a discount of 20%. The potential customer needs the Customer ID of a known Pureit ambassador and card copy.



PUREPOINTS CAMPAIGN: HOW IT WORKS

Key Enablers:

- A centralized customer database with records regarding purchases and Purepoints.
- An online portal for customers to order kits and filters, send in queries and check their Purepoint status.
- Network of Pureit agents* (Refer to [Distribution Strategy](#))

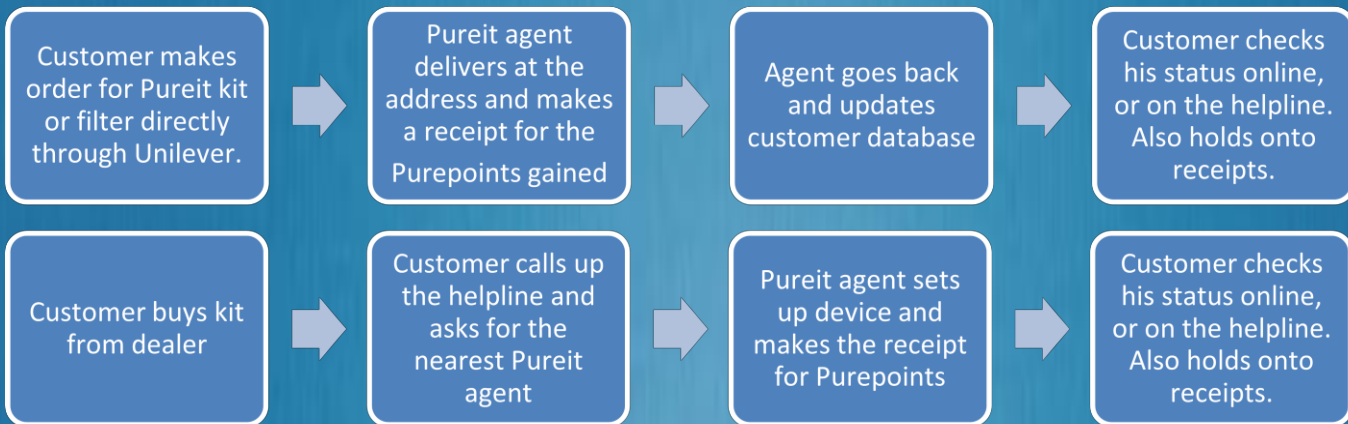
Key details for the database:

- Customer CNIC
- Device ID linked to customer
- Purepoints status and history

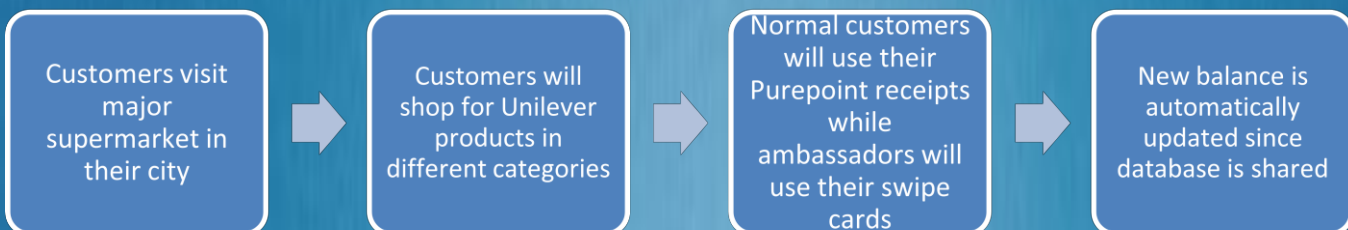
What about referrals?

Referred customers have to go directly through Unilever's delivery system. The Pureit agent will note which Ambassador referred and credit his points.

How will Purepoints be credited?

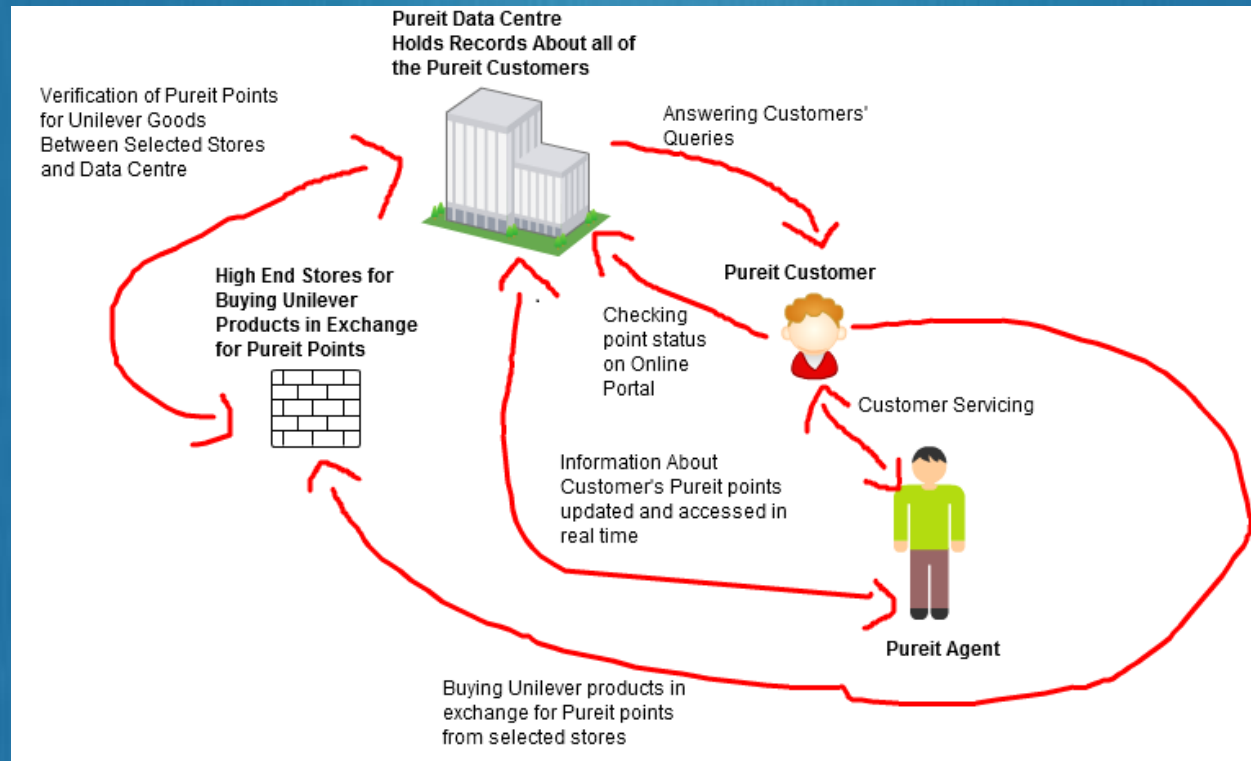


How will Purepoints be debited?

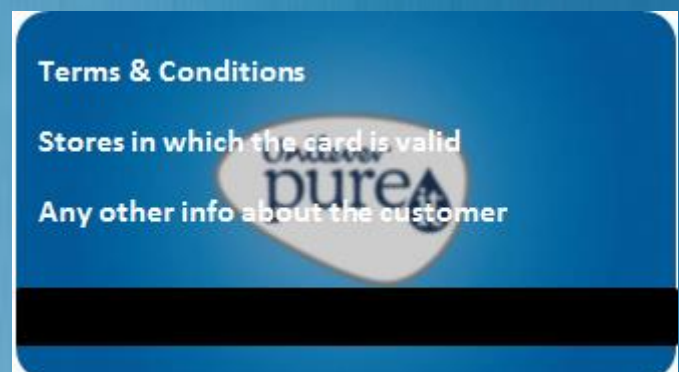




HOW DOES THE CENTRALIZED DATABASE WORK?



SAMPLE AMBASSADOR CARD



TRUST BUILDING CAMPAIGN:

The purpose of this tier is to convince the customers that the Pureit kits actually works.

The reason for establishing this trust is that our target market has been using the traditional methods of obtaining clean water since generations (namely boiling water), due to which their perceptions about the functionality of our water kits is skewed.

The following steps can be taken for this trust building campaign

1) Getting endorsements from medical practitioners in the community's hospitals and clinics. These endorsements need to be displayed on the Pureit promotional flyers, posters and advertisements printed in the advertisement-only magazines that are distributed free of cost in the majority of the households in Karachi and Lahore, e.g. HomeExpress in Karachi.

2) Bringing the provincial health departments of Sindh and Punjab on board. Endorsements from these departments regarding clean drinking water, and their implicit endorsement of the effectiveness of Pureit would be advertised on the all of the promotional material of the campaign.

In India, the government was bought on board for endorsing Pureit, and it was a successful strategy to create trust about the product.



**You won't take chances
with your child's health.
Neither would your doctor.**

Yes. Thousands of doctors across India rely on Hindustan Unilever's Pureit to give 100% safe drinking water to their patients. Pureit gives complete protection against all water-borne diseases like jaundice, diarrhoea, typhoid and cholera.

Indian Public Health Association (IPHA), a reputed body of doctors and health professionals has certified that Pureit provides water that is "as safe as boiled water". Pureit's unique Germkill Battery™ technology kills all harmful viruses, bacteria and removes parasites & pesticide impurities present in drinking water. That too, without needing electricity, gas or continuous tap water supply.

Trust your doctor's choice. Bring home a Pureit today.

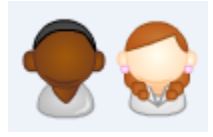
pureit
AS SAFE AS BOILED WATER™

For free home demo / queries
Call **09223 200 200**
OR SMS **Pureit Mah** to 54855 (except MTNL/BSNL)

Rs. 2000 only*

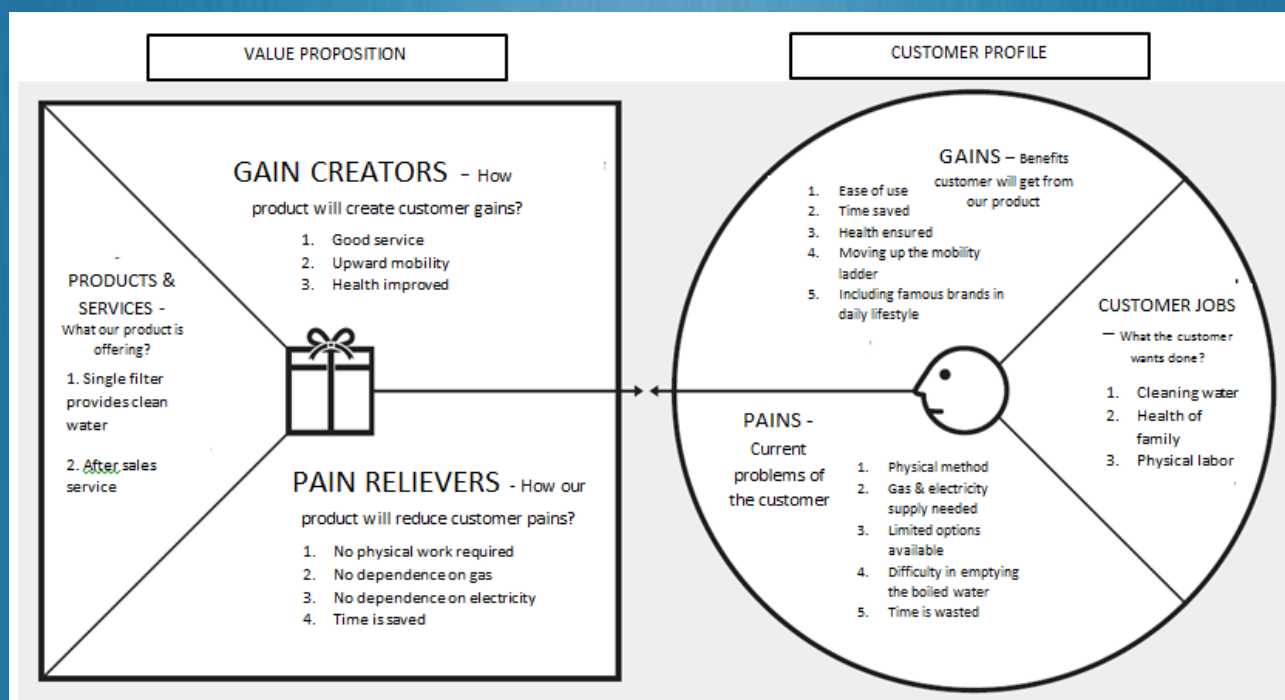


TARGET CONSUMER ANALYSIS

 <p>PERSONA NAME: <u>Nilofer Khan/ Ali Rafiq Khan</u></p> <p>AUDIENCE SEGMENT:</p>	<p>WHO AM I?</p> <ul style="list-style-type: none"> - LSM 5-7 - Smart Economizer - House wife - Male head of the family - Average income of Rupees 13,000 - Looking for a 'smart' water solution with benefits 	<p>3 REASONS FOR ME TO ENGAGE WITH PUREIT</p> <ol style="list-style-type: none"> 1. Brand name 2. Reduces the problem of boiling water 3. Provides pure drinking water – healthy for the entire family 	<p>3 REASONS FOR ME NOT TO ENGAGE WITH PUREIT</p> <ol style="list-style-type: none"> 1. Lack of money and high cost of the product 2. Reluctance in adapting new technology and concerns that only boiled water works 3. Social in acceptance/ concern regarding "What and when will I tell my friends?" regarding Pureit 	
<p>MY INTERESTS</p> <ul style="list-style-type: none"> - Cooking - TV Shows - Better lifestyle - Higher pay 	<p>MY PERSONALITY</p> <ul style="list-style-type: none"> - Strong – running household effectively - An upcoming individual who is in the early stages of his career and understands the importance of health for his entire family 	<p>MY SKILLS</p> <ul style="list-style-type: none"> - Multitasking - Economically and financially shrewd - Ability to communicate and describe relevant problems effectively 	<p>MY DREAMS</p> <ul style="list-style-type: none"> - Moving up the mobility ladder - Aspiring to come out better - Healthy and safe future for children - Getting value for money 	<p>MY SOCIAL ENVIRONMENT</p> <ul style="list-style-type: none"> - Mid urban locales in Karachi and Lahore - Two to three kids - Social interaction with relatives and families - Community driven initiatives

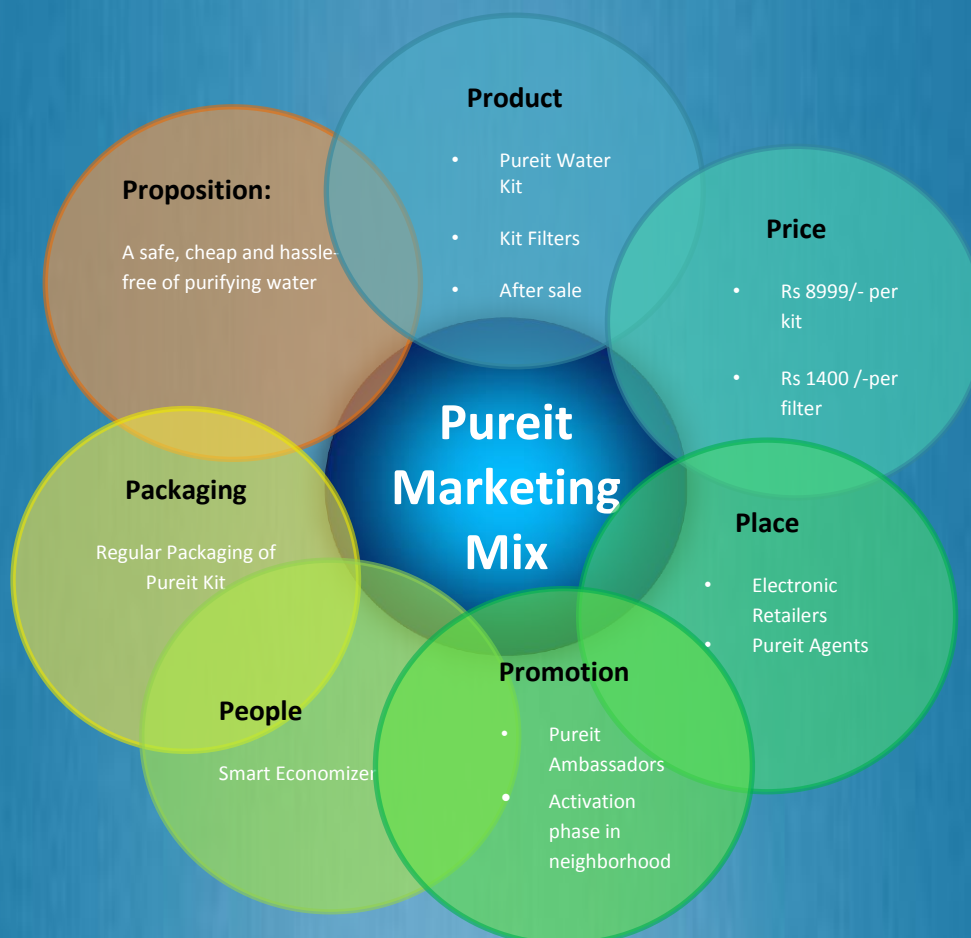
Basic Consumer need: A cheap, hassle-free and time-saving method of obtaining healthy water.

OUR VALUE PROPOSITION





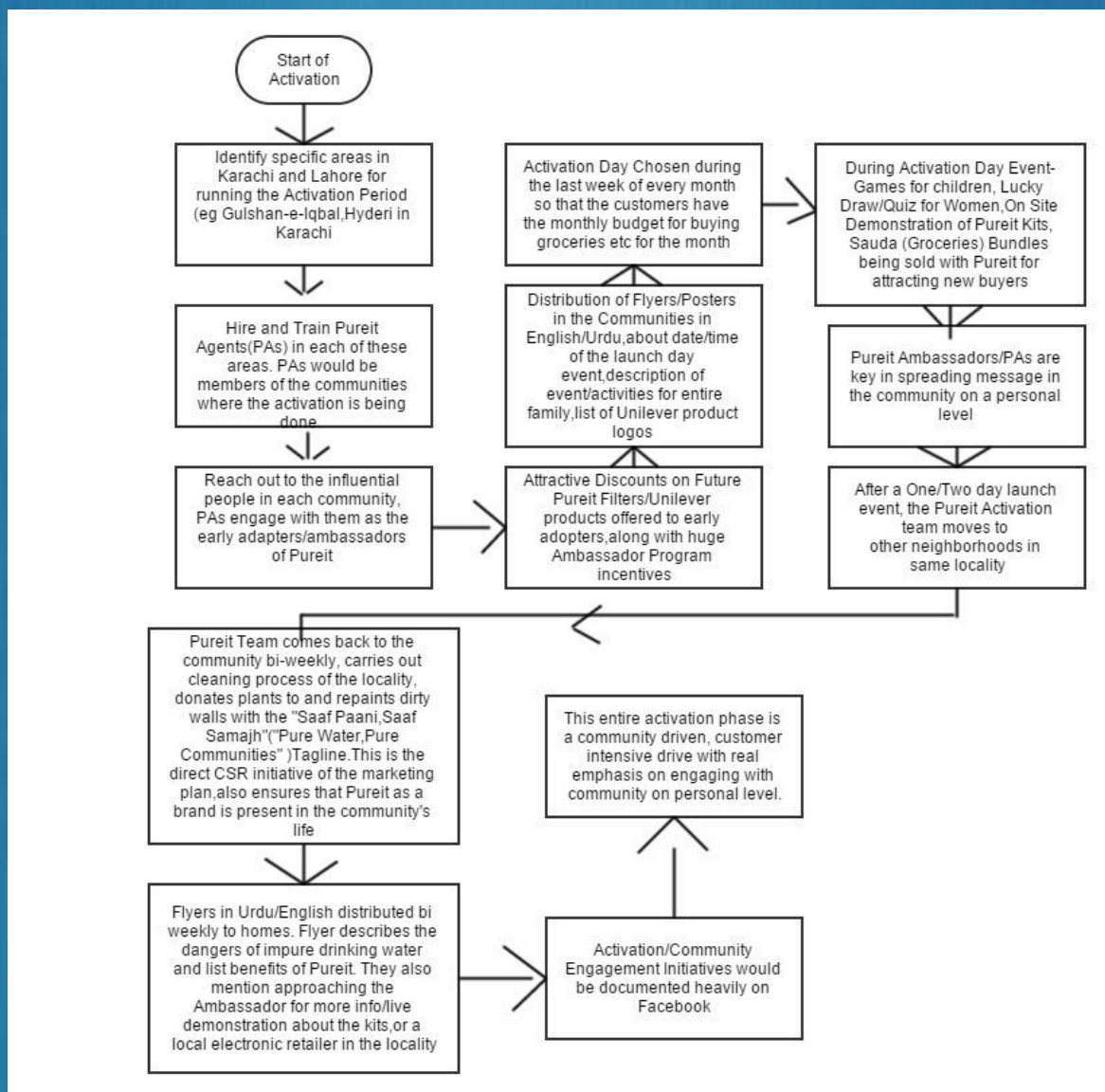
MARKETING OBJECTIVES





Promotional campaign: 'Pure water, pure communities' / 'Saaf Pani, Saaf Samaaj'

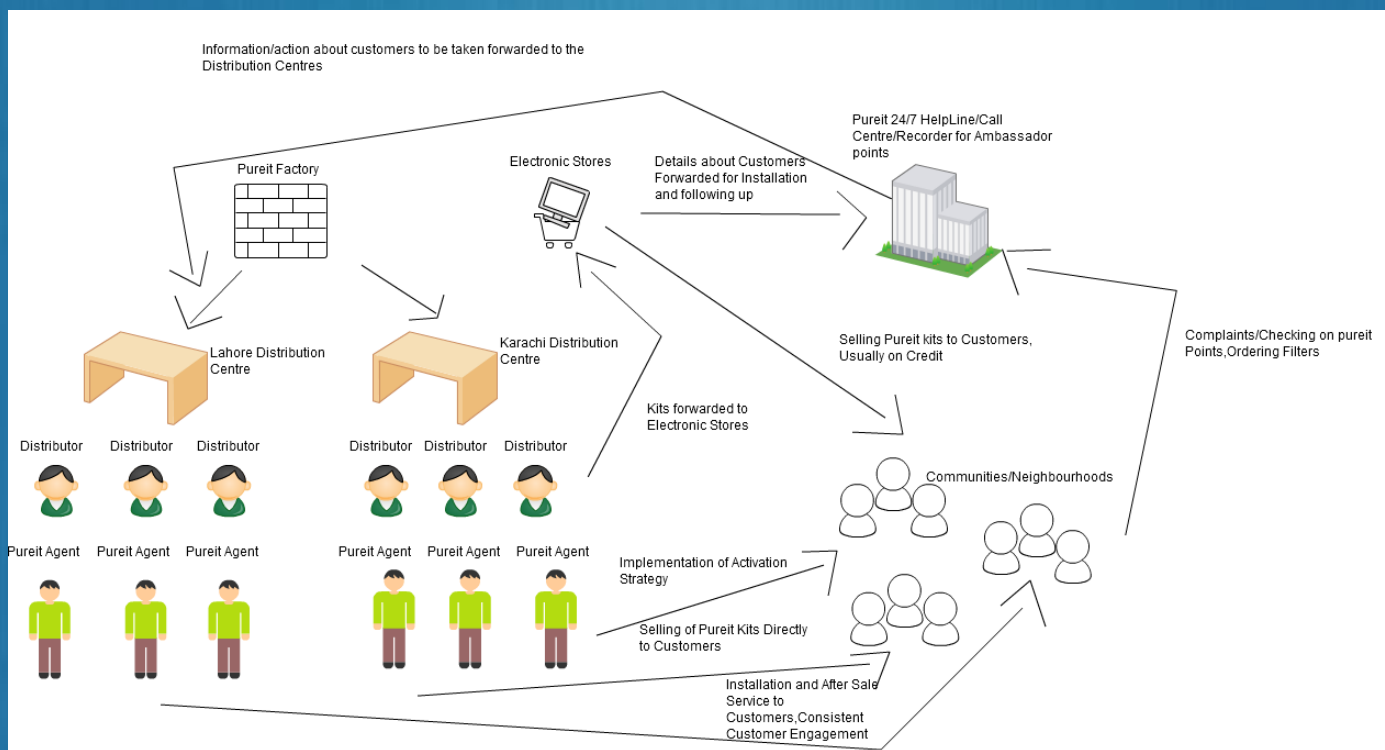
Insight: We want to link Pureit to not just pure water, but with 'pure communities'. The idea is to interact with communities in person, use our PAs to help us promote Pureit in certain locales, and to drive CSR efforts in these places.



THE SAUDA BUNDLE



DISTRIBUTION STRATEGY



Who are Pureit Agents?

Pureit Agents are employees of Unilever, but more importantly are people from the community that they cater to. They know how their locales work, and are in a better position to help out Pureit customers in a specific area. They act as a link between the customers and distributors.



COMPETITOR ANALYSIS

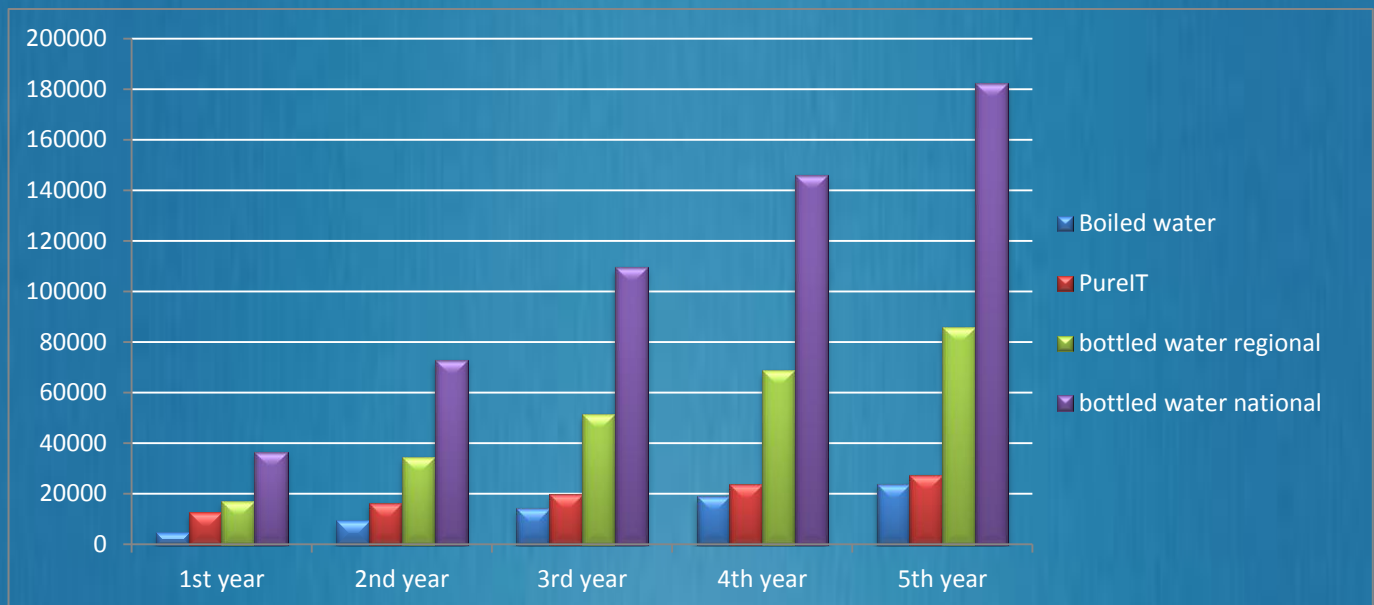


Figure 1: Cost comparison over a time spread

Key data:

Average LSM 5-7 household: 5 members

Average daily intake of member: 2 litres

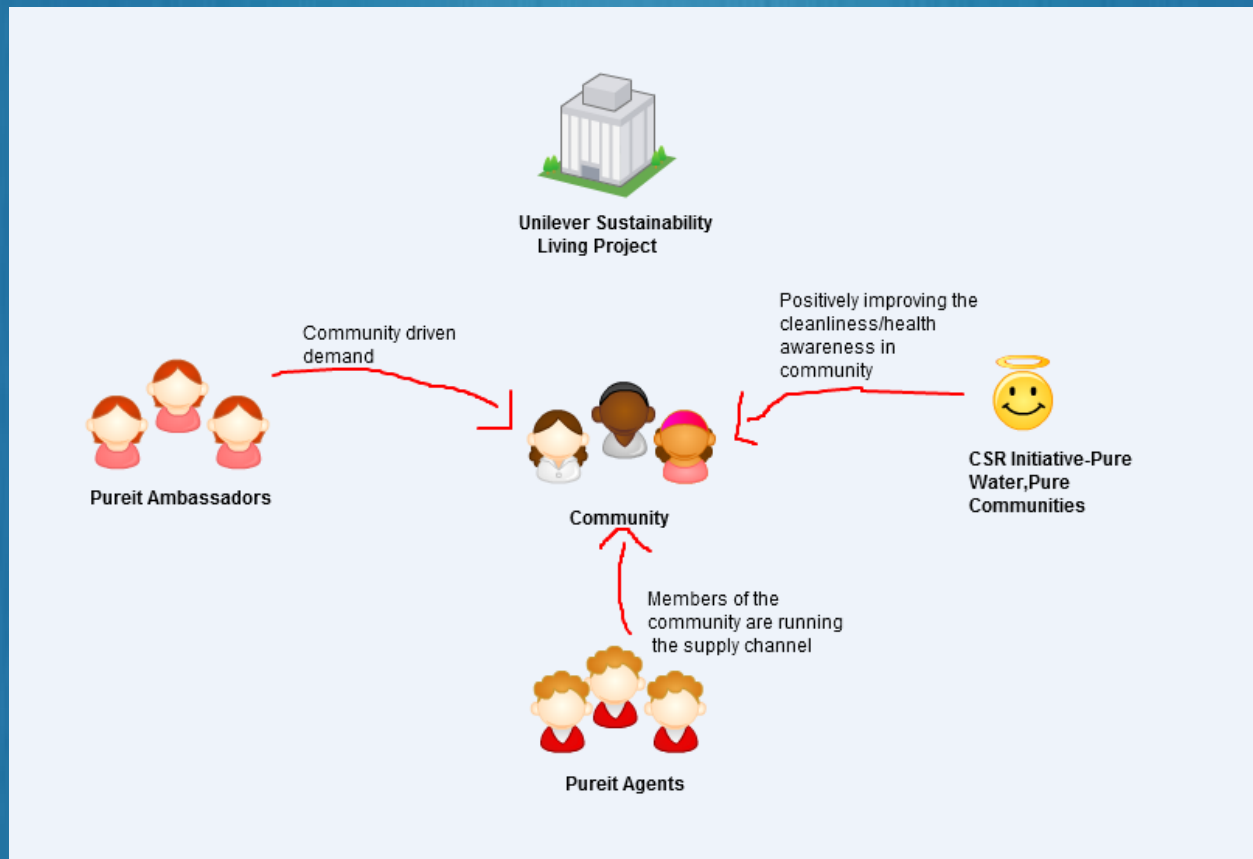
Average annual consumption:
 $2 \times 5 \times 365 = 3650$ litres

How are we different?

Our prime competition is boiled water. Our central idea will aim to attach enough value to our product that it becomes a lucrative option for potential customers. The benefits derived from the Pureit ambassador campaign are enough to push our Smart Economizers to switch.



THE SUSTAINABILITY LINK



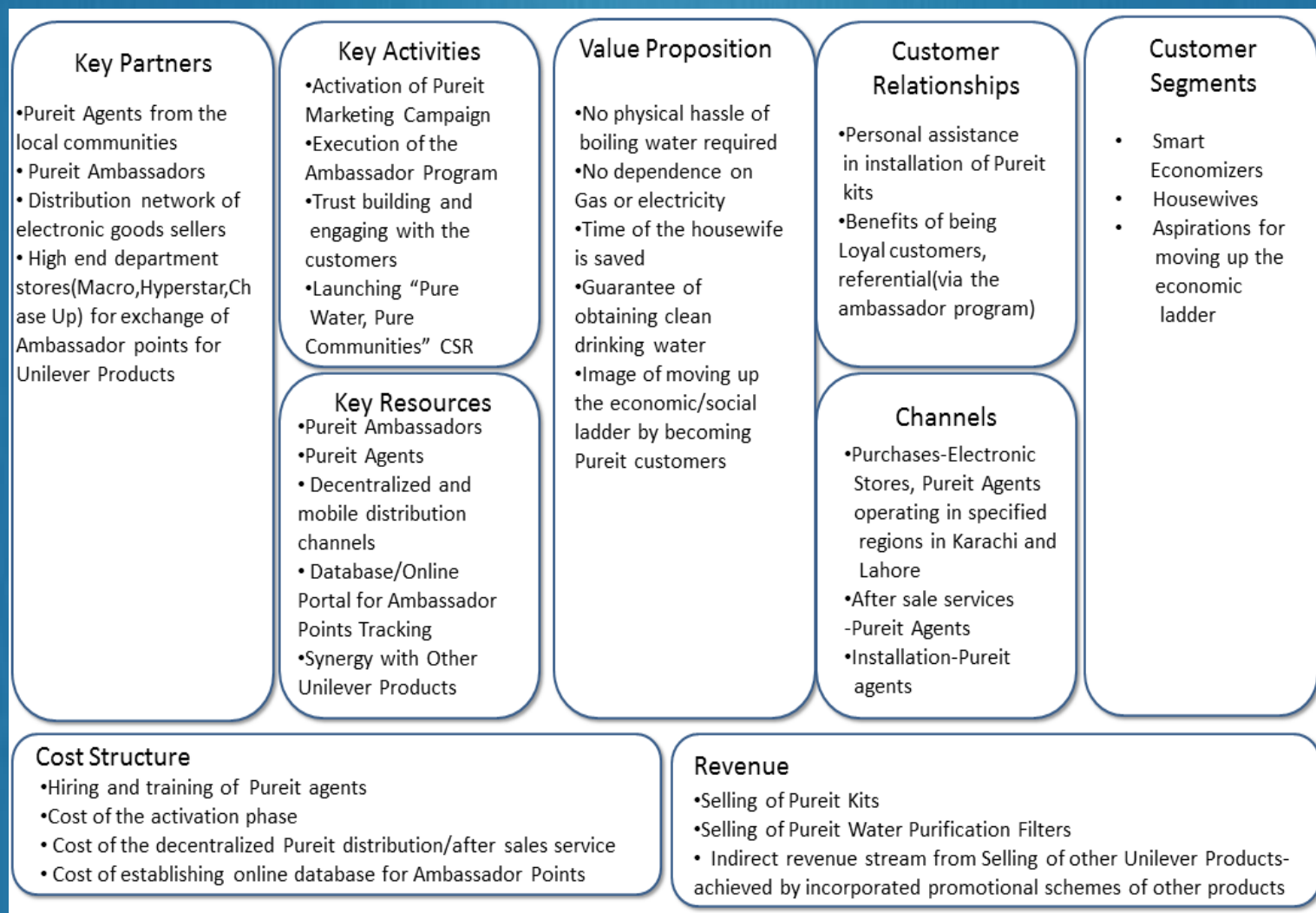
The demand for Pureit is driven from the Pureit Ambassadors, while the supply channels also hire people from the local communities. Finally, the “Pure Water, Pure Communities” CSR campaign ensures that sustainability is at the heart of our marketing plan.

Scalability of the Marketing Plan

The marketing plan is scalable since it relies on empowering the local communities for execution of the operations of the campaign. By aligning these multiple localized executions with the central distribution centres operated by Unilever, the plan can be scaled across different cities of Pakistan.



STRATEGIC MANAGEMENT OF MARKETING PLAN



REFERENCES

Unilever.pk, (2014). *Our brands / Pakistan*. [online] Available at: <http://www.unilever.pk/our-brands/> [Accessed 12 Nov. 2014].

Unilever.pk, (2014). *Sustainable Living / Pakistan*. [online] Available at: <http://www.unilever.pk/sustainable-living-2014/> [Accessed 12 Nov. 2014].

Strategyzer.com, (2014). *Strategyzer • Value Proposition Design*. [online] Available at: <https://strategyzer.com/value-proposition-design> [Accessed 12 Nov. 2014].

Rab.co.za, (2014). *The LSM 5-7 Market - A melting pot of Gold! - RAB*. [online] Available at: <http://www.rab.co.za/component/k2/itemlist/category/210-the-lsm-5-7-market-a-melting-pot-of-gold.html#sthash.0Uf4m1Fa.dpbs> [Accessed 12 Nov. 2014].

Pureitwater.com, (2014). [online] Available at: http://www.pureitwater.com/IN/sites/default/files/styles/press_ads/public/ads_large1_0.jpg?itok=2rIGH031 [Accessed 12 Nov. 2014].

Development Impact and You, (2014). *Business Model Canvas*. [online] Available at: <http://diytoolkit.org/tools/business-model-canvas/> [Accessed 12 Nov. 2014].

Development Impact and You, (2014). *Personas*. [online] Available at: <http://diytoolkit.org/tools/personas-2/> [Accessed 12 Nov. 2014].

