

The image features a light green background with stylized floral and leaf illustrations in white, yellow, and orange. The word "whisper" is written in a white, cursive font in the center. The P&G logo is in the bottom right corner.

whisper

P&G

The Size of the Global FMCG market was



\$10,026 Billion

In 2018

The Size of the Global FMCG market would be



\$15,234 Billion

By 2025

With CAGR of 5.4%

Baby Care



The Parent



Personal Health



Fabric Care



- The Procter and Gamble Company is the largest FMCG conglomerate in the world with a combined revenue of \$67.684 Billion.
- It was started by Brother-in-laws William Proctor and James Gamble in Cincinnati, USA

Skin and Personal



Family Care



Feminine



Hair Care



Home Care



Grooming



Oral Care



Procter and Gamble Purpose



P&G brands and P&G people are the foundation of P&G's success.
P&G people bring the values to life as we focus on improving, the lives of the world's consumers.

P&G in India



- In **1964**, a public limited company, Richardson Hindustan Limited (RHL) is formed, which obtains an industrial license to undertake manufacturing of Vicks for P&G
- In October **1985**, RHL was bought by of Procter & Gamble Company

Brand Launches

Vicks in
1964



Whisper in
1989



Pantene in
1995



Head and
Shoulders
in 1997



Tide in
2000

P&G Structure

P&G India

P&G Hygiene
and Health
Limited

whisper



Gillette Limited

Gillette[®]

P&G Home
Products

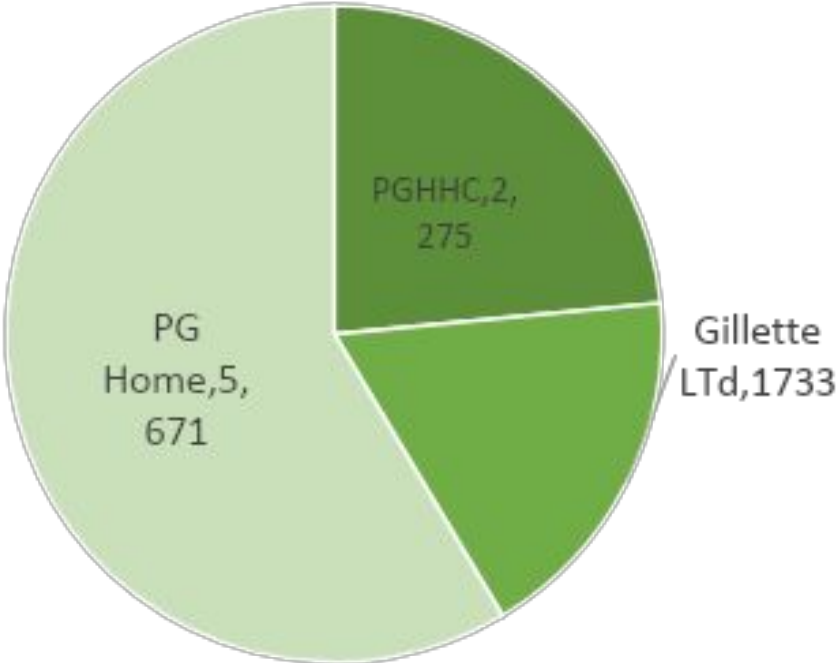


Olay



Revenue Distribution

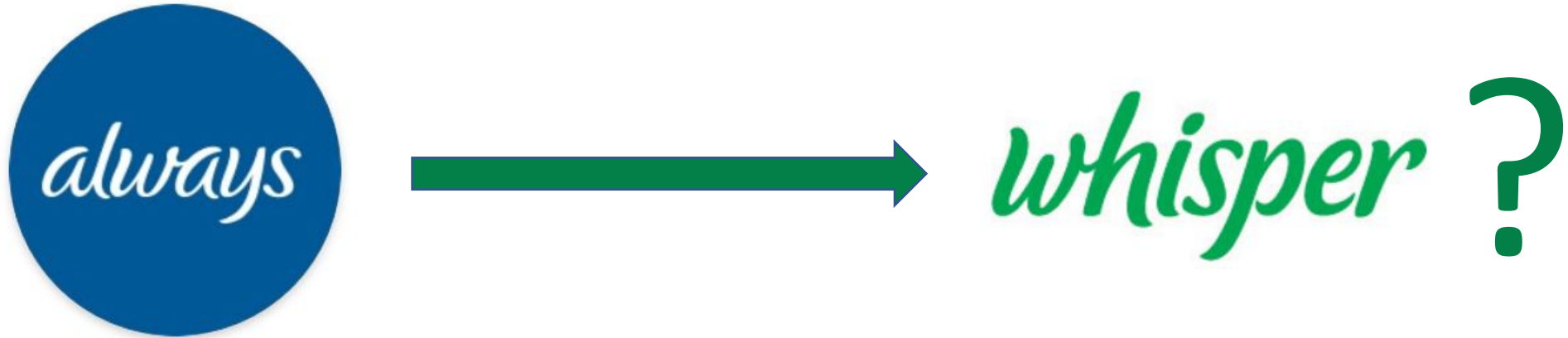
Revenue in 2017 in Crores



■ PGHHC ■ Gillette LTd ■ PG Home

Whisper in India

- In **1989**, P&G India, launches Whisper; the breakthrough technology sanitary napkin which revolutionized the Indian feminine hygiene category. The product was designed keeping in mind the personal hygiene of thousands of Indian women.
- Whisper faced tough competition from Johnson and Johnson and Kotex who had already established themselves in India

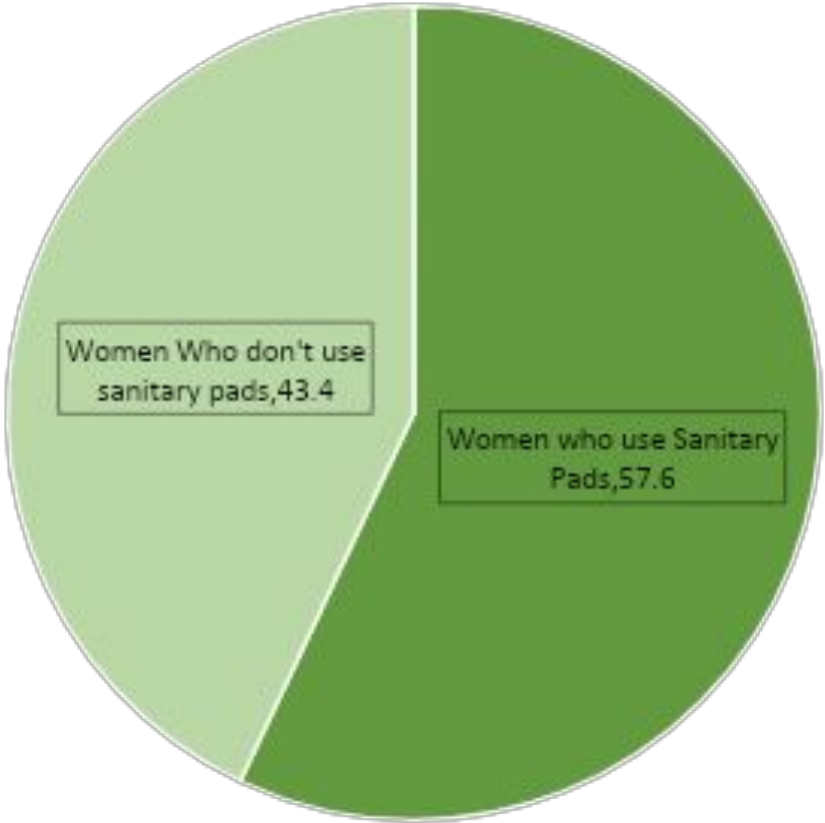
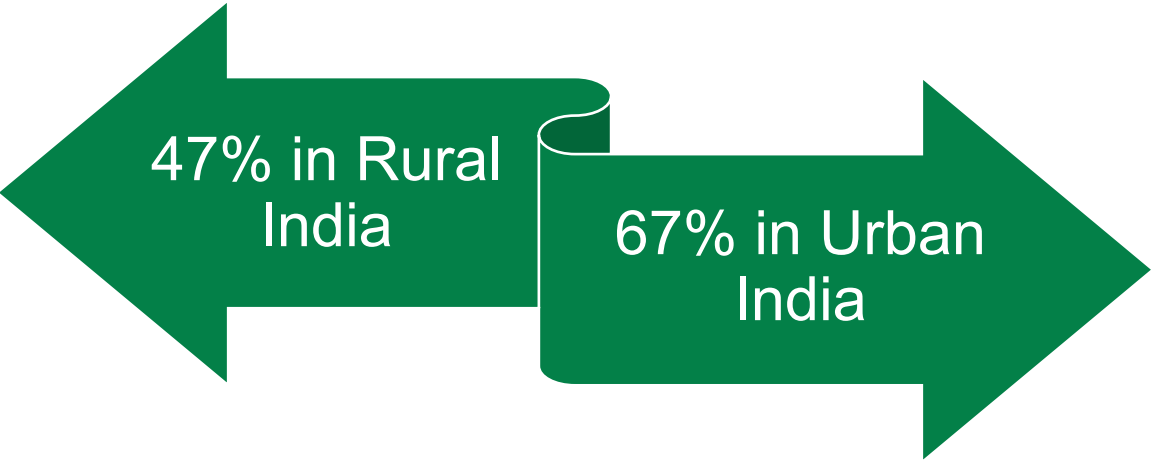


Whisper was the first brand in India to use the word “Period” in its advertising, a move that broke several taboos

Sanitary Napkins Market in India: Overview

Menstruating Women (337 Million)

In %



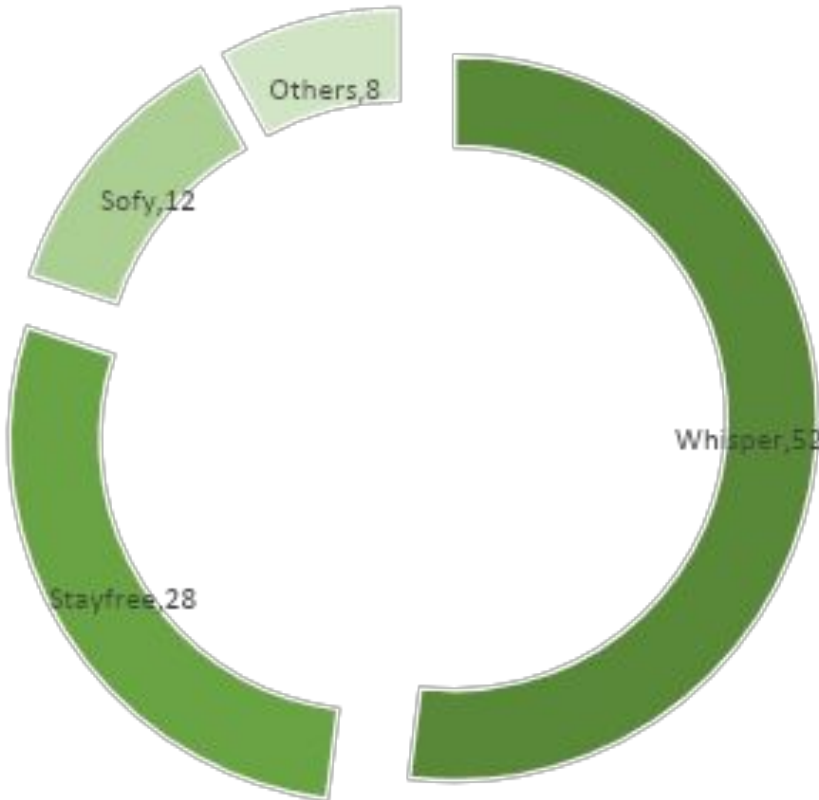
■ Women who use Sanitary Pads ■ Women Who don't use sanitary pads



Sanitary Napkins Market in India: Overview

The **Sanitary Pad Market** reached a value of nearly US\$ 514 Million in 2017, the **market** is expected to reach a value of around US\$ 605 Million by 2025 with CAGR of 7%

Market Share in % (2018)







Group 4

- Whisper
- Stayfree
- Sofy
- Others

[https://wikibizpedia.com/Sanitary_Napkins_market_in_India_to_be_worth_US\\$_631M_by_2023](https://wikibizpedia.com/Sanitary_Napkins_market_in_India_to_be_worth_US$_631M_by_2023)



Players

Brand	Parent Company	Variety	Features
	Procter and Gamble	14	Whisper has a wide range of products in India which includes Whisper Ultra Regular Wings, Whisper Ultra XL Wings, Whisper Ultra Heavy Flow Overights Wings, Whisper Maxi Regular, Whisper Maxi XL Wings, Whisper Choice Regular, Whisper Choice Wings and Whisper Choice Ultra Wings.
	Johnson and Johnson	9	Stayfree XL, Regular, All Day XL, All Night XL, Dry Max XL, Advanced XL, Dry Max Regular, Secure Extra Thin, Secure Extra Thin
	Unicharm	5	Sofy Cool Super XL, Cool Extra Long, Anti Bacteria Super XL, Anti Bacteria XL, Body Fit Also Sells Tampons
	Kimberly Clark	1	Over Night Panties



Economic
Growth



Rising
Awareness



Rapid
Urbanization

Factors Driving Growth



Growing Number
of Working Women



Better Distribution
Networks

Short Analysis of Whisper's communication



Ever since Whisper started advertising in India, we can observe a certain pattern that it has followed:

It started with sensitive ads on mothers educating daughters about sanitary napkins. Over the years, Whisper started talking directly to girls asking them to drop their shyness over carrying and using sanitary pads. They then focused a lot on taboos and talked about getting over them. Eventually, Whisper started encouraging girls to not let their periods become a hindrance on their way to success and living. Lots of new advertisement focuses on social issues and the brand, through its campaigns have now started reaching young girls in rural areas to educate them about their first period. The connection with a woman that is showcased in their campaigns has increased every year.



What kind of ads does the best?

The most impactful ads are the ones which surprise the audiences and gets into the lives of women

Campaigns that showcase some real work that the brand is doing receive the most views and talkability. The bold tone always works.



Formula for Success
Whisper with unique marketing strategy of focusing on the social issues, Whisper has attained a premium brand status because of its high quality sophisticated packaging, surpassing its competitors and emerging as the market leader in the category

CSR Projects of Whisper

- “Whisper at Work” CSR Campaign in 1997
- Whisper raised awareness of Menstrual Hygiene at Low Income workplaces in cities and distributed pads

- Whisper reached out to more than 40,000 Schools and imparted menstrual health education to more than 2 Crore School Girls as part of 'Mother Daughter Menstrual Health and Hygiene' program

Whisper's conversation on "Menstrual Hygiene"

- Whisper in the last thirty years have educated more than 30 Crore Women on issues related to Menstrual Hygiene
- From School children to working professionals Whisper has touched very section of society

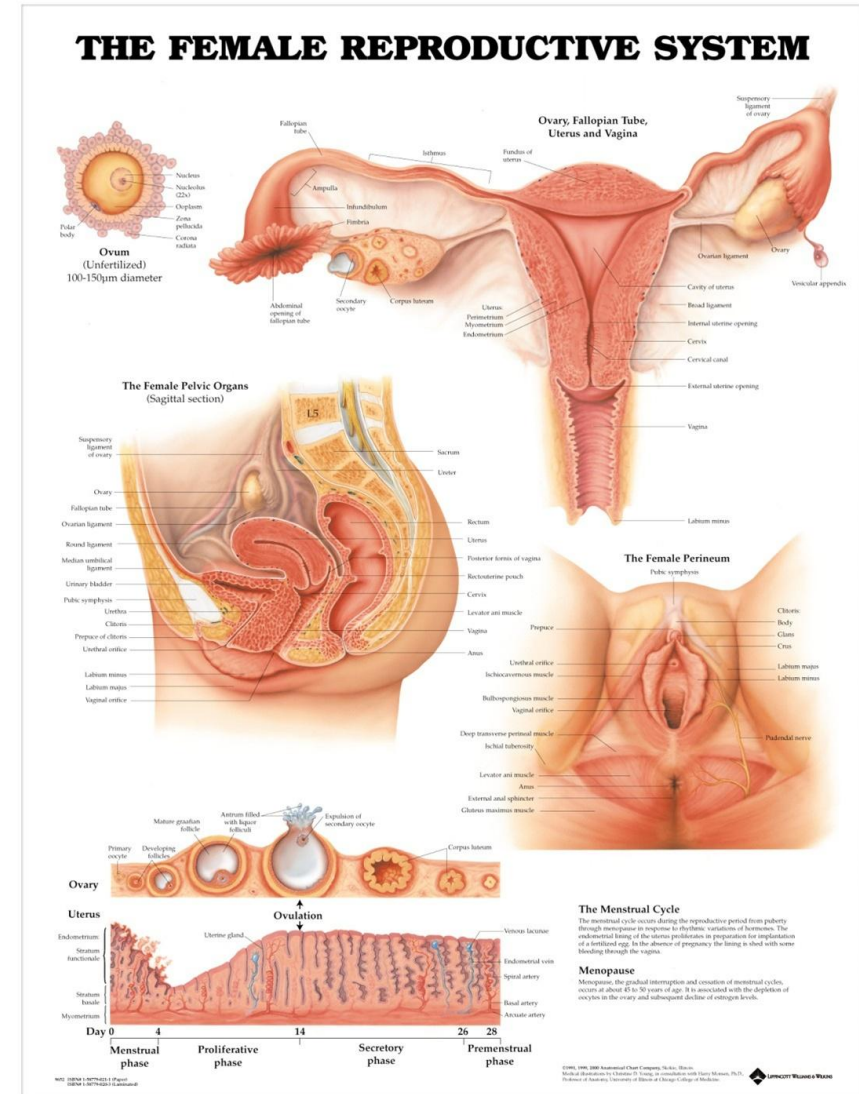


Time to take the conversation forward

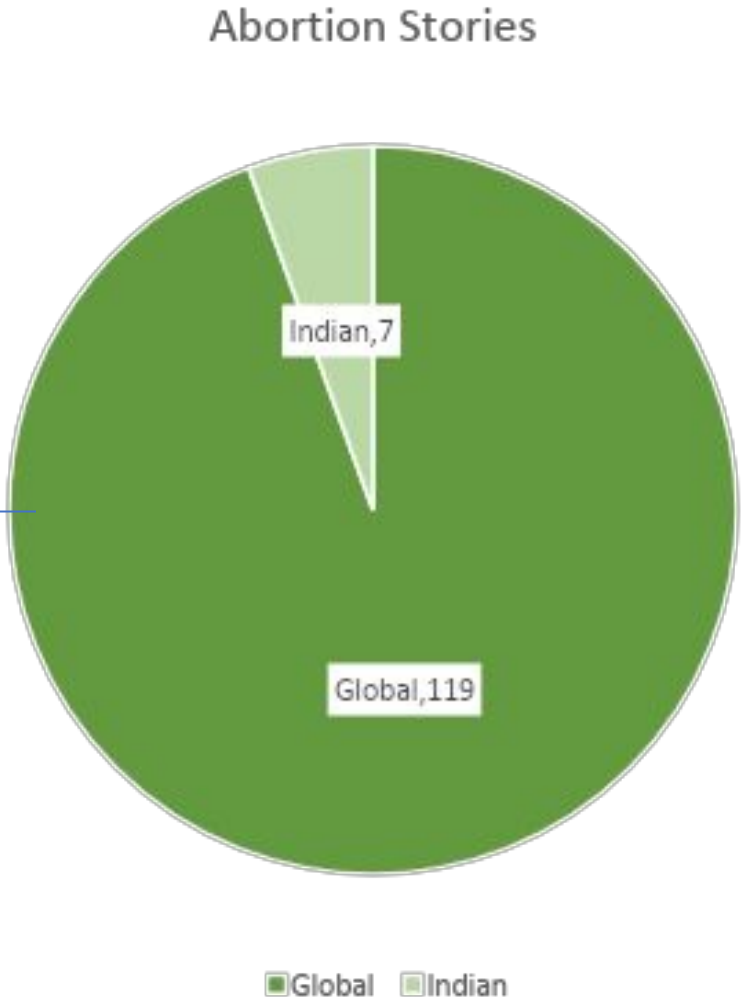
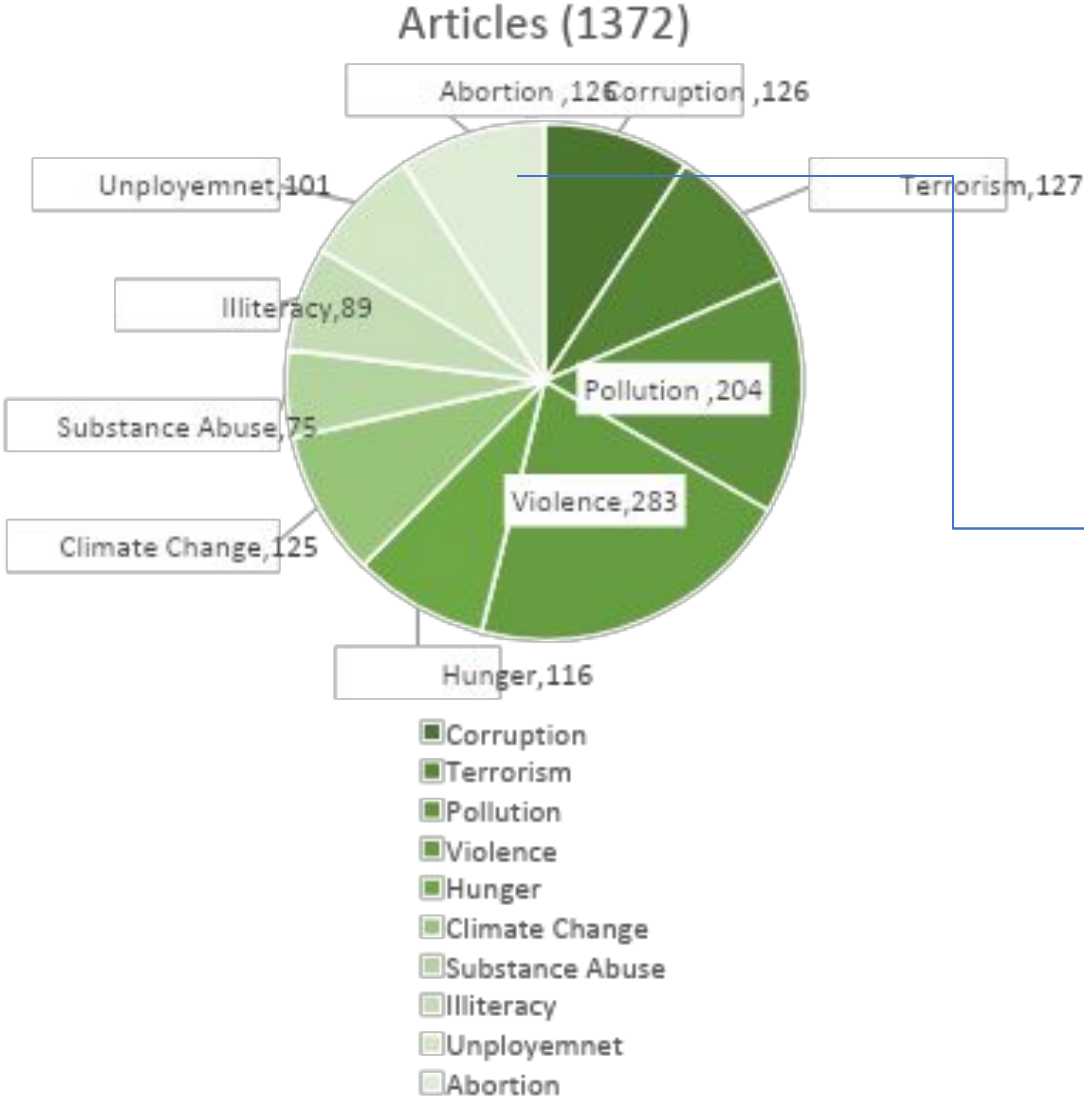
After talking about female menstrual hygiene for the last 30 years its time to take the conversation forward to female reproductive hygiene.

But what to talk about?

- Teen Pregnancy
- Infertility
- Abortion
- Sexual Education
- Pregnancy



Prevailing Social Issues



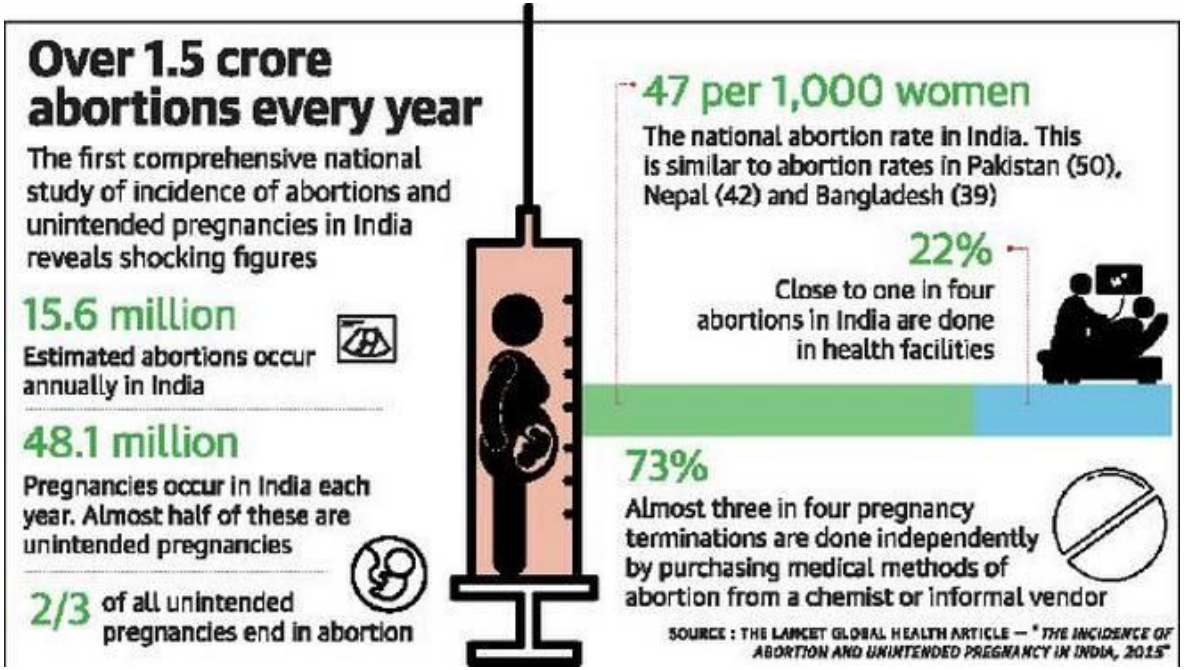
Abortion in India

In India, 15.6 Million Pregnancies were terminated in 2015, 78% percent of which were done outside proper health facilities

In India for every 1 Lakh live births there are 139 maternal deaths, the same number in the United States is 14 and in Japan it is 8

In India every 1000 abortion result in 100 deaths. In the United States 1000 abortions lead to 13 maternal deaths

7.7 births per abortion in India, US 1.6 births per abortion



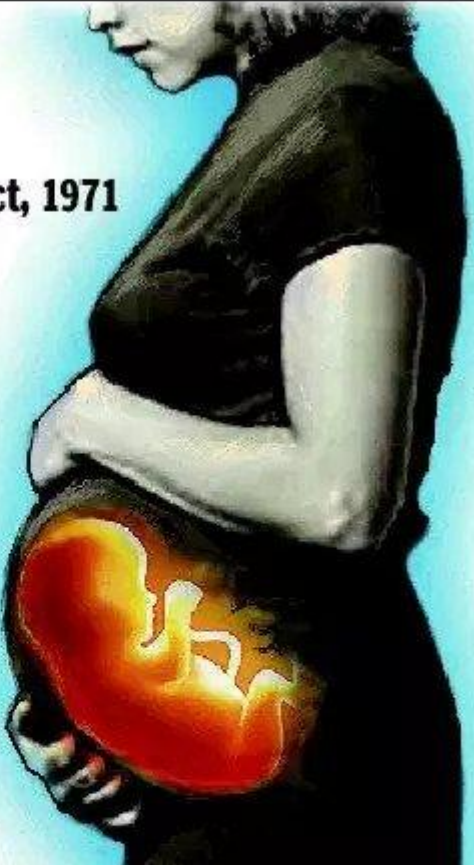
Abortion Laws in India

Abortion is legal in India up to 20 weeks, however some conditions are imposed

Under the law (section 3 of The medical termination of pregnancy Act 1971), the doctor can perform an abortion in the following situations:

- A) If the pregnancy would be harmful to your life or physical or mental health. The doctor will need to consider your circumstances to figure out if the pregnancy will harm your mental health. They also need to look at your future (as a reasonable person would) to figure out the effects of the pregnancy.

- B) If there is good chance that the child would suffer from physical or mental abnormalities which would leave him or her seriously handicapped.



THE PROPOSAL

Proposed changes in the Medical Termination of Pregnancy (MTP) Act, 1971

- ▶ To allow **AYUSH doctors to conduct abortion**
- ▶ To allow medical abortion **anytime during the pregnancy for selective foetal abnormality**, which cannot be detected within 20 weeks of pregnancy
- ▶ To extend gestation period for abortion **from current 20 weeks to 24 weeks** for women falling under 'special category'

ALARMING STATS

22 million unsafe abortions performed each year worldwide	7 million abortions are conducted annually in India	▶ 50% of abortions in India are illegal
		▶ Rate of maternal deaths due to unsafe abortion complications is 8%

Abortion in the world

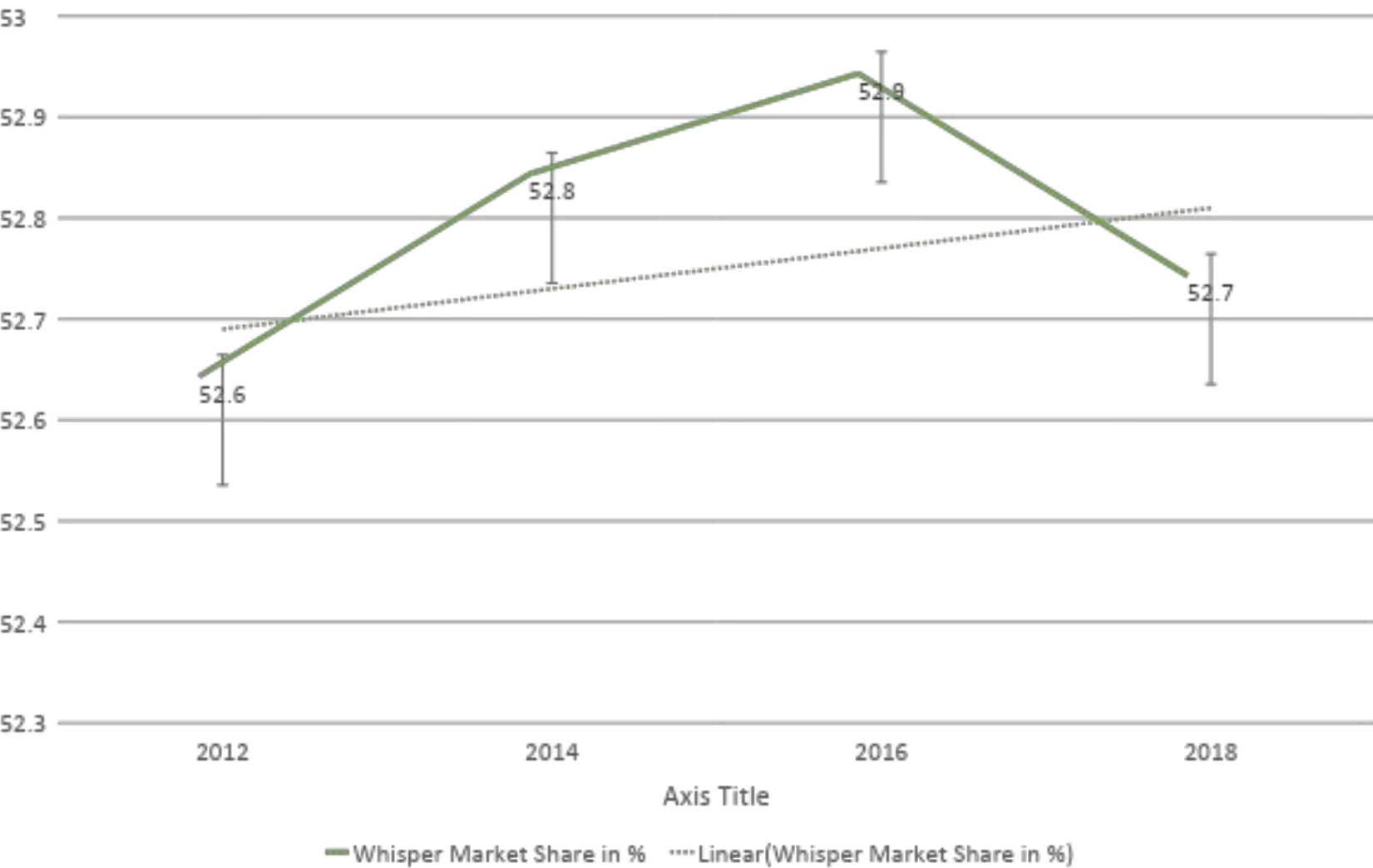


Group 4

Taboos Related to Abortion

- Killing people is wrong
- A foetus is a person
- Conflicts with religious beliefs
- It is risky, will largely affect women physically and emotionally in long run and might also kill them
- They are limited to only qualified women
- Only used to kill female foetus
- Causing pain is wrong
- Increasing tolerance of killing is wrong
- People oppose abortion because it provides a way of side-stepping other real issues that should be addressed. “there are women who are raped and become pregnant ; the problem is that they were raped, not that they are pregnant”
- Abortion does not liberate women, but allows society not to cater to women’s needs. They say that what women need for equality is not free access to abortion but to be given what they need to survive financially and socially as mothers

Whisper Market Share Through the Years



- Whisper Market Share in the last decade has remained stagnant, there have been no major gains abut no major loses also

Changing “Tech” in Fem Hygiene



- Though modern alternatives to sanitary pads were always available, in the 21st Century Women have started to embrace Tampons and Menstrual Cups
- Many pads users are now moving to cups as it doesn't result in any rashes, others are using them from pure convenience perspective.
- Cups are being also taken up by women suffering from PCOS – it keeps them ever prepared to take on surprise flow without worrying about 'changing'
- Internationally, Tampons are the most used method for maintaining menstrual hygiene.
- The growth % in sales of Tampons and Menstrual Cups has been much higher than growth in Sanitary Pads sales
- Sales high among 15-25 Age Bracket

In fact, online sales of Tampons in 10 cities exceeded sales of Sanitary Pads in 2019

Top 10 cities leading the demand for tampons and menstrual cups

Kolkata

New Delhi

Bengaluru

Ghaziabad

Patna

Pune

Amritsar

Ambala (Haryana)

Mumbai

Burdwan (West Bengal)

Source: Flipkart

Older women still sticking to traditional methods

- The age bracket 25-45 comprises of the largest population of menstruating women (64% of 337 Million)
- The major growth for sanitary pad market is expected to happen in this age bracket
- Whisper would have to increase its foothold in the 25-45 age bracket going forward as it is the area of growth for Sanitary Pads

Brand Definition

It's a boat that helps a woman survive the storms in her life but hasn't taken her to places that the world is now going to.

Marketing Objective

Whisper is a brand that promotes advance ideologies and hence needs to keep on catching with every ongoing cause to keep up it's image and connection with its consumers.

In contrast with the kind of news that is being generated around abortion, no brand has talked about it extensively yet

To increase our market share from 50.2% to no less than 60%

Role of PR

Extending Whisper's role in a woman's life and in her thoughts.

Make our hashtag become one of the top 5 most used hashtags of the year.

Increase and track talk ability on social media and receive 200 times more reposts and shares than the previous year.

To help identify the number of people who signed up for my various activities, events, foundation, petitions etc.





Track the amount PR generated across various platforms including the number of views received on digital PR campaigns, media coverage, number of views on celebrity account etc.

Also look for other stakeholders interest in the subject.

Even policy makers, industry bodies, activists, influencers etc.

Eventually, also see the growth in the number of sales from the last few years through the campaign's life.

Competition

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	Kimberly Clark	1	Over Night Panties

Target Market

25-45 years of women in the urban areas

Pen Portrait

Smiling through her whole face and talking the most at any gathering, Sangeeta Arora has always been the life of a party. She is a 33 years old Physics teacher at a reputed public school who enjoys being in the company of students and never fails to take doubt classes whenever the students ask for them. Last year, she received an excellence award at her school. She loves to dress up and is often seen wearing bright colours that she can carry off well throughout the day. It's been 8 years to her marriage now and ever since then she is hardly ever free from work except at night when she watches some TV with the entire family. She loves eating chat papris but resists herself a lot as her mother in law is afraid that her 6 year old grand son will develop the same habit of eating such junk as well. In her college days, she used to watch lots of night movie shows which now is totally off her schedule. She used to be the president of her college and had major interest in physics and mathematics, as we would have thought by now. She is the youngest of her two sisters and have seen them go through a lot of pain in their lives including the mistreatment they received from their husbands. She has always observed her mother being in the kitchen cooking for so many guests that would land up at their house all the time and mostly found her mother cleaning every part of the house early in the morning, sick and tired. Though, Sangeeta has grown up receiving love from her parents, she still finds herself shackled much like her mother and sisters. She loves her job as a teacher but has to constantly face taunts from the chairman of her school. She really likes the locality she lives but does not appreciate the unfriendly men in her neighbourhood. She wants to do a PhD in physics and become a physicist. She wants to go to Paris and see the Eiffel tower without being worried about her household responsibilities. She wants to wear white more often without her mother in law complaining about it. She wants to talk to her college guy friends without her husband checking her phone. She wants to buy her parents a house near hers. She wants to eat that chat pappri much more often. She wants to give lots of love, respect and freedom but wants to receive the same in return.



Where are we?

A place where women want to fly but are caught up in shackles

Where we want to go?

A place where women want to fly but are caught up in shackles

To a place where despite the flight a woman takes, she is still a rooted person

USP/The Button

Control+Alt+Delete

Brand Connect

My TA supports a radical cause and hence she supports the radical brand, whisper which is made for an emancipated woman

PR Creative and Ideas

PR Creatives and Ideas

OORJAA

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Oorjaa Event

<https://drive.google.com/drive/folders/1LGXn7RLmq5yoWfYAfznn4xMcHgnLLrY6>

Petitions

Petition to change law

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Petition on Hospital Policy

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Whisper Fermina Awards

<https://drive.google.com/drive/folders/1LGXn7RLmq5yoWfYAfznn4xMcHgnLLrY6>

Press Releases

Whisper Talkies for College Students

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P&G Tie-up with Abortion NGO's

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Whisper Starts Foundation

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Press Releases

Whisper Unravels Oorjaa

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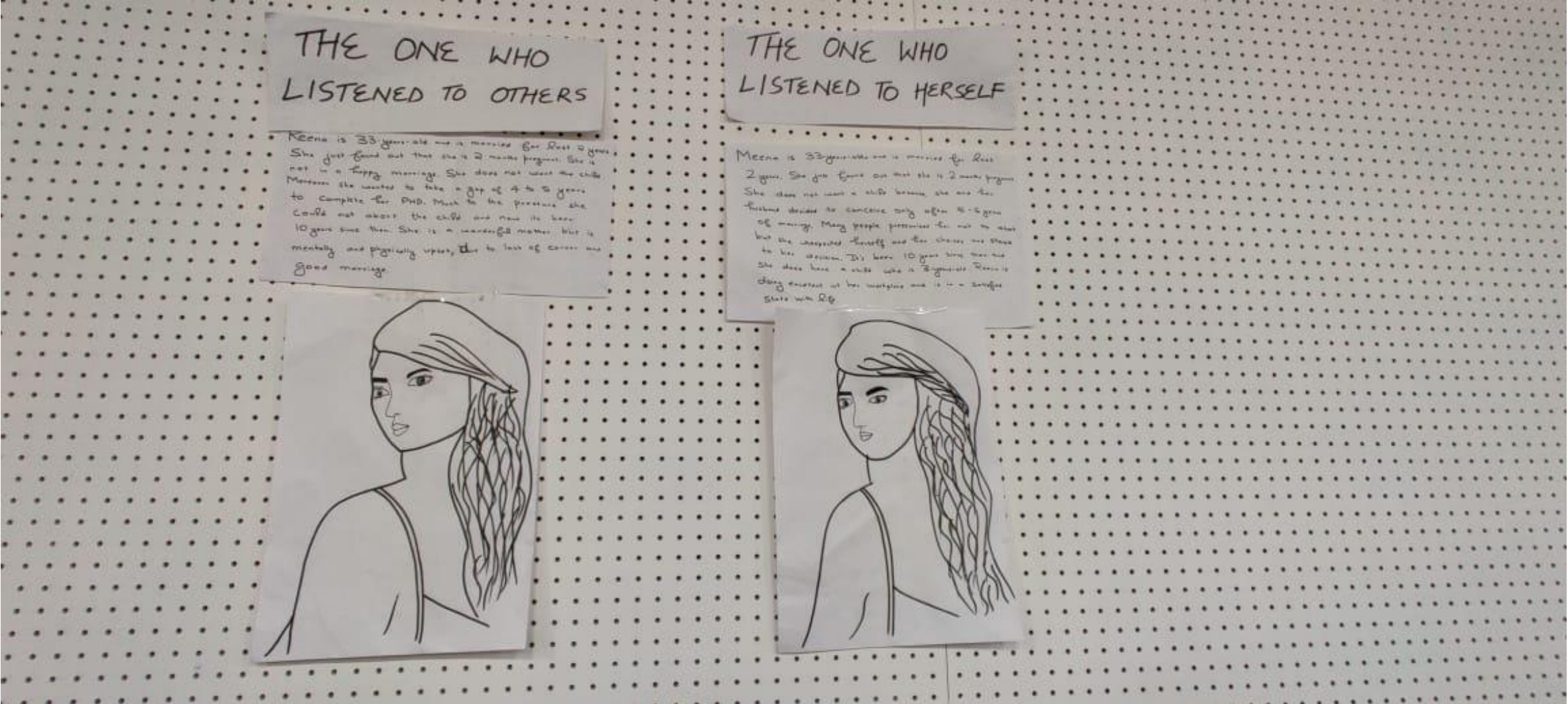
Press Note: Foundation

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Kinaara

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Decoration Photos



INDIAN WOMEN'S WORLD

"I love shopping for clothes and home decor. And my family members consider my choices really good."

"I don't get to choose much in electronic shopping though."

"I require consent even from my father-in-law if I don't want to wear any jewellery."

"After marriage I wanted to keep my physically-challenged brother with me and bear all his expenses but my husband disapproved of it."

"To go ahead with getting the foetus aborted, I had to plead to my husband again and again and AGAIN."

"I cook food as per everyone's choice every day but the day I cook food of my choice family members tend to get annoyed."



"I had to seek the permission of my in-laws everytime I go to kitty parties."



THE ONE WHO LISTENED TO OTHERS

Keena is 33 years old and is married for last 2 years. She just found out that she is 2 months pregnant. She is not in a happy marriage. She does not want the child. Moreover she wanted to take a gap of 4 to 5 years to complete her PHD. Much to the pressure she could not abort the child and now its been 10 years since then. She is a wonderful mother but is mentally and physically upset, due to lack of career and good marriage.



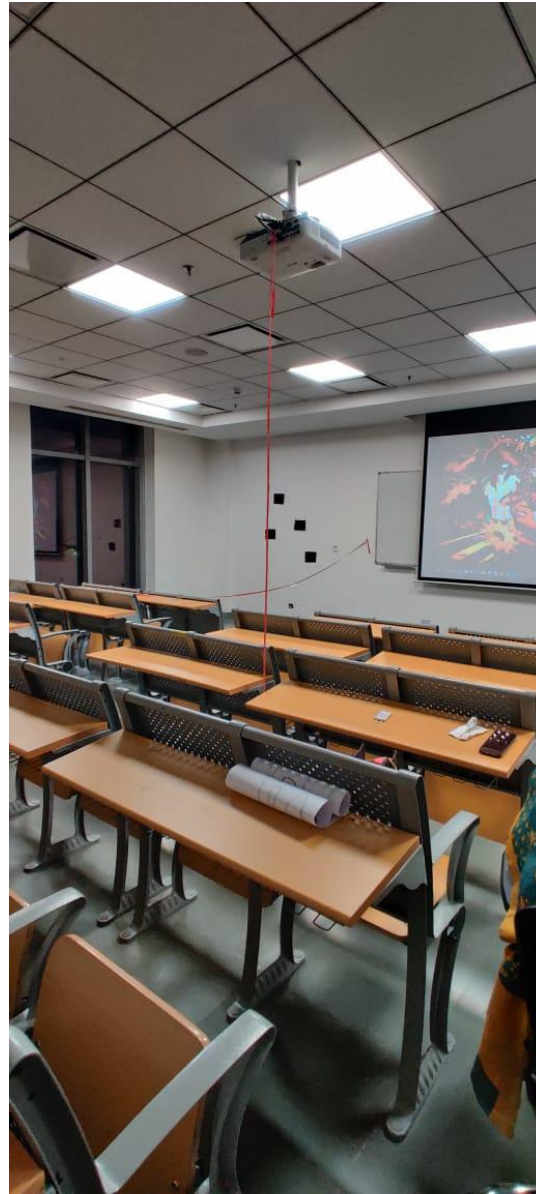
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Group 4

Heading



Heading

	Global	India	total
Corruption	85	41	126
Terrorism	105	22	127
Pollution	81	123	204
Violence	272	11	283
Hunger	52	61	116
Climate Change	121	4	125
Substance Abuse	75	6	75
Illiteracy	67	22	89
Unemployemnet	95	6	101
Abortion	119	7	126
			1372