

LISTERINE*

THE MARKET

Ask anyone if they like going to the dentist, and the answer is sure to be a resounding "no". The drills, the pain, the gargling - it's no wonder people want to look after their teeth the best they can. That used to mean brushing. Twice a day was best. And mouthwash? Well, that was for hiding bad breath.

Today, all that has changed. People brush, people floss, people use more mouthwash than ever. And not just for bad breath, but to protect against plaque and gum disease and to get to germs between teeth where a toothbrush may not reach. And hopefully prevent too many painful trips to the dentist.

Worldwide, the oral care market is booming. It's expected to grow by over a third before the year 2000. In Australia, the market is worth almost \$300 million, with mouthwash one of the fastest growing segments.

ACHIEVEMENTS

Warner Lambert's Listerine is the undisputed leader in the Australian mouthwash market.

Warner Lambert boasts a staggering two thirds' market share and an incredible 85% brand loyalty rating. That's one of the highest brand loyalties across any category. The nearest com-



petition languishes behind with a mere fifth of Warner Lambert sales. In 1991, Listerine was the first mouthwash to receive the Australian Dental Association's Seal of Approval for safety and efficacy against plaque and gingivitis in long-term use.

Through educating consumers on the benefits of oral care, Listerine is credited with the overall expansion of the entire category.

HISTORY

The history of Listerine dates back 120 years to 1879. The original amber-coloured Listerine was formulated by Dr Joseph Lawrence and Jordan Wheat Lambert. But it wasn't designed as a

mouthwash, it was actually a disinfectant for surgical procedures. They named their new product Listerine, after the English physician Sir Joseph Lister who had performed the first ever antiseptic surgery in 1865.

In 1884, Jordan Wheat Lambert formed the Lambert Company to manufacture and market Listerine to the medical community. It was first used as a multi-purpose antiseptic. But soon it was discovered to be excellent for killing germs commonly found in the mouth. So, in 1895, the Lambert Company extended the sale of Listerine to the dental profession as a powerful oral antiseptic.

By 1914, the Listerine formula was so effective and popular, it became one of the first prescription products to be available over the counter, thereby founding the mouthwash category. It wasn't long before other mouthwashes entered the market. Lambert's son Gerard, who was the new man in charge, strengthened Listerine's position with a classic advertising campaign that introduced Americans to "halitosis" - Latin for unpleasant breath. For the next sixty years Listerine continued its positioning as the bad breath fighter, until 1983 when a new claim was introduced. 'Listerine fights plaque' differentiated Listerine from the competition and added a new reason to regularly use the product. In 1987 Listerine became the first non-prescription mouthwash to earn the American Dental Association's Seal of Acceptance for plaque and gingivitis. Approval in Australia came in 1991.



THE PRODUCT

Listerine is manufactured by Warner Lambert, a global Fortune 100 company with a stated aim to 'help make the world feel better'. Designed to kill the germs that cause plaque, gingivitis and bad breath, Listerine is a blend of four oils: thymol, menthol, eucalyptol and methyl salicylate. It is its effectiveness against the gum disease gingivitis that has been a major force in Listerine's strong brand growth. Gingivitis is widespread in Australia with up to 37% of the population experiencing bleeding gums after brushing and flossing. Long-term, gingivitis can lead to tooth loss. As consumer awareness of this problem grows, so too will Listerine's market share.

The launch of Listerine Cool Mint in 1992 at-





tracted a new generation of mouthwash users. The powerful germ-killing properties and the fresh minty taste proving popular with younger consumers.

RECENT DEVELOPMENTS

1999 saw the launch of Listerine FreshBurst, offering consumers yet another flavour alternative with all of the effectiveness of the other Listerine variants. And an innovative new bottle was introduced to modernise the brand's image, ease consumer handling, and improve Listerine's presence on store shelves.

PROMOTION

The success of Listerine is not only due to a great product but also due to memorable high-impact advertising. In the 1930's Listerine created such famous slogans as 'Always a bridesmaid, never a bride'. In the 1970's it was 'the taste you hate twice a day'.

When Listerine Cool Mint was launched, television commercials featured a Cool Mint bottle swinging Tarzan-like through the trees. These commercials were hugely effective, picking up Effie Awards in the USA for advertising effectiveness.

Following the success of 'Swinging Bottle'



came a campaign created by J. Walter Thompson, Sydney. Designed to raise awareness of Listerine's germ-killing properties, the first commercial called 'Bomb' showed Listerine exploding inside a man's mouth. The slogan 'It's dynamite against germs' was carried through in three more commercials featuring a battlefield, a boxing glove, and exploding sticks of dynamite between teeth. The campaign was a major success, cementing Listerine's number one position in the market and driving strong category growth. It was also responsible for generating consumer acceptance of mouthwash as an important part of everyday oral hygiene.



BRAND VALUES

What is it that makes Listerine a global leader in oral care?

It's a combination of strong product success, one hundred and twenty years of heritage, consumer trust and powerful brand communications which reflect the core germ-killing values.

These, together with innovative new product developments, are sure to keep Listerine the name on everyone's lips for many years to come.

THINGS YOU DIDN'T KNOW ABOUT LISTERINE

- Over one billion people have tried Listerine.
- Listerine pioneered the word 'halitosis' meaning bad breath. It is now part of the English dictionary.
- Before Listerine was invented, carbolic acid which can burn human tissue was used to kill germs during surgery.
- From 1921 through to 1929, Listerine was used for dandruff and dry scalp. It was also used as a beauty treatment for skin, antiseptic for cuts, deodorant and after-shave lotion. During World War 1, Listerine was even used as a wound irrigant.
- In a recent survey, one Australian dentist claimed his patients told him that Listerine improved their sex life.
- Listerine is the only mouthwash which bears the Australian Dental Association Seal of Approval for efficacy and safety in plaque and gingivitis control. Listerine also has Dental Association approval in the USA, Canada, Britain and Sweden.

