



THE MARKET

Most people are familiar with the adage “Cleanliness is next to Godliness” - which is possibly why cleaning detergent is one of those items that you will find in every household, from billionaire’s mansions to a pauper’s shanty. Foma Gold is a popular detergent brand in Tanzania and a must-have in many homes.

Foma Gold is the result of a quest for improvement in the Foma range of detergent powder, after a gap was identified in Tanzania for a high quality and cost efficient laundry solution. Sabuni Detergents Limited (locally referred to Sabuni) subsequently developed the Foma Gold brand; giving Tanzania its first locally manufactured high-quality detergent with enzymes and other wash-enhancement ingredients. The product delivered results, which increased demand for the brand across the country and led to its enormous popularity. It became the most preferred packaged detergent, surpassing all other brands in the market.

Foma Gold targets the mass market, comprising mainly females of 15 years and above who live in the urban and peri-urban areas of Tanzania. These are discerning women in search of the best quality cleaning products money can buy. The brand has also been very successful in connecting with the rural population, as it is perceived as an “affordable premium detergent”.

The brand’s objective is to offer an international quality product at an affordable price for its various target market segments without compromising the

emotional appeal it already has with the majority of women folk in Tanzania. This has been achieved through various initiatives that include offering the product at more than four different price points and making it available at all levels, even the basic rural retail unit.

Because of its daring red colour - not traditionally associated with detergents - and the brand name “Gold” - a precious metal admired by the core target market, the brand has managed to attract customers across the socio-economic spectrum. Most of the sales (up to 70 percent) come from single-wash sachet packs (20g and 50g) popular because of their low price points

and usage convenience. The detergent enjoys a 30 percent market share. This led to the BOP (Bottom of the Pyramid) approach to marketing, sales and distribution techniques deployed for the brand.

Tanzania’s formal retail sector (supermarkets) is still at its embryonic stage. With the growing economy and changing retail trends however, the brand has an appeal on the shelf, as well as overall brand attraction. So far the detergent is very prominent across leading supermarkets in Tanzania like Shoprite, Shrijee, Imalaseko, Patco and others.

The sky is the limit for Foma Gold, whose objective is to lead in the household cleaning category in East Africa, propelled by the tremendous growth opportunities in the laundry segment and household care. Television programmes like soap operas, which command high viewership, and the increase in fashion and modelling contests are believed to be reshaping the mindsets of adult women in the region.

The volume and value share of the brand is



also expected to continue its growth. This will be through geographical expansion and diversifying of the brand portfolio to include a range of innovative and cost effective product offerings aimed at satisfying the target market in keeping with changing trends. In the next five years, the brand projects that its market share in East Africa will be 20 percent.

ACHIEVEMENTS

Foma Gold is proud to be noted as being the only local brand in Tanzania that has successfully managed to “teach a multinational brand a lesson”. Another well-known brand was the most

preferred on the market until Foma Gold provided the competition that, in just three years, saw it toppling its competitor and taking a 40 percent slice of the pie.

In Tanzania it was the first locally manufactured detergent to introduce enzyme technology and educate the target market on its benefits.

The brand’s red and gold packing was revolutionary, as the market was used to blue and white detergent packaging. The packaging has since been imitated by other smaller market players.

HISTORY

Sabuni was a government owned organization (Parastatal) before it was acquired by the Sumaria Group. Foma detergent was sold as a commodity without any significant branding at the time. After a market study that identified a need, the idea of launching Foma Gold was conceived and the brand was launched in 2002.

Consumers began to see Foma Gold’s high quality, compared to the low foaming and bulk availability of 15kg bags. Basically, Foma was an average brand to consumers and the biggest hurdle was changing the consumer mindset by proving that Foma Gold was as good as (and better) than rival brands.

To achieve the objectives, a strategy was formulated with the help of consumer research. The product would be marketed in world class packaging and would be introduced to the market via an aggressive campaign targeting the hearts and minds of the core target consumers.

The brand was positioned as having “the best in washing ability - the best quality detergent”.

When it came to choosing a name, a market survey revealed that consumers loved the “gold” in Foma Gold as the precious metal itself is so desirable.

The communication strategy was developed after an extensive market survey where women were interviewed. Music in Tanzania is a chief pastime, and Taarab (coastal music) was the most popular. Two well-liked musicians were chosen - Nasma Khamis and Khadija Kopa. They promoted the product across all media including television, radio and outdoor.

After the detergent was launched, it was quickly accepted by the market having been supported by a series of product promotions. Today, Foma Gold is the number one selling packaged detergent in Tanzania.

THE PRODUCT

Foma Gold's emotional appeal represents what many women in East Africa wish to own, but for economic reasons cannot. It is widely available in a broad range of economy packs. Foma Gold is tough on stains and keeps whites and colours bright. The product is manufactured with blended enzymes that enhance its performance in the removal of stains and general cleanliness. Unlike conventional laundry detergents, Foma Gold is also gentle on fabrics and specially formulated for cold-water and machine washes.

RECENT DEVELOPMENTS

With increasing social hardship and change in lifestyle, clothes are more stain-prone. In addition, the widespread ownership of used clothing in the region, demanded better care for the fabrics. Research was undertaken with enzyme and other active ingredient manufacturers in order to reformulate the product completely. The technical and marketing teams under the CEO's personal guidance carried out this initiative to an excellent success. Sakti Mukherjee was extremely passionate about Foma Gold and he initiated a go-to-market campaign to demonstrate and detail the 'new' offerings of the brand. The new avatar was designed to enhance cleaning power, reduce harshness on skin, add special fabric care ingredients, have a



white powder, improve the fragrance to match contemporary global trends in the detergent category, and add coloured speckles to make the product aesthetically superior and wash friendly. All of this is reflected in the product's packaging.

PROMOTION

Since the detergent was launched, it has maintained high visibility with the target audience through a varied promotion approach. Apart from having one of the highest shares of voice on conventional media, the brand is visible on wall paintings across the country. In major cities like Dar es Salaam, there are groups of merchandisers who promote the brand through personal door-to-door selling.

The brand places great emphasis on the desire to connect with the target audience through initiatives like TV and radio programme sponsorships, participating in trade exhibitions and supporting social events. Promotions are also conducted in major supermarkets in Dar es Salaam and via wall branding. Some of the brand's popular slogans include: "Goldi" and "Nguvu Enzymes". Nguvu is a Swahili word meaning strong.

BRAND VALUES

The brand likes to be known as being of international quality, available locally for each segment across the socio-economic strata. Foma Gold understands the economic challenges experienced in developing countries and promises to make laundry a refreshing experience by satisfying the demands of consumers.

Foma Gold's personality is fun, caring, cheerful, energetic, confident, unique, modern, expert but not bossy, respected and friendly. The brand is committed to international quality standards, is always available in different varieties and is innovative.

The branding colours give Foma Gold its unique identity. Red radiates confidence and positive energy (in Tanzania red is associated with

love); gold is a symbol of a premium product, emphasising the brand's confidence and respect. The two arrows symbolise the potency and double effectiveness of the enzymes, speckles and cleaning ingredients in the detergent.

To ensure brand consistency, a quality control department guarantees quality from procurement of raw materials, production, packaging and storage, right through to distribution. The detergent packaging shows that the product has been awarded the Tanzania Bureau of Standards rating. Contact details are printed on the packaging for queries and consumer feedback.



THINGS YOU DIDN'T KNOW ABOUT FOMA GOLD

- While it is extensively visible in Tanzania, Foma Gold is widely accepted and used by people in other African countries including Zambia, Malawi, Kenya, Mozambique, Rwanda, among others
- Sabuni Detergents Limited developed the Foma Gold brand; giving Tanzania its first locally manufactured high-quality detergent with enzymes and other wash-enhancement ingredients
- Its daring red colour - not traditionally associated with detergents - and the brand name "Gold", a precious metal admired by the core target market, has attracted customers across the socio-economic spectrum
- Two well-liked musicians - Nasma Khamis and Khadija Kopa were chosen to promote the product across all media including television, radio and outdoor