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1.0 Introduction of Product

Sunsilk is a hair care brand, primarily aim at women, produced by the Unilever group. This product is a leading hair brand and rank as one of the Anglo-Dutch conglomerate's "billion dollar brand". The product line such as shampoo, conditioners and other hair care product are sold in 69 countries worldwide.

Sunsilk is sold under variety of different names in markets around the world including Elidor, Seda and Sedal. The brand is strongest in Asia, Latin America and the Middle East and is the number one hair care brand in Brazil, Argentina, Bolivia, Sri Lanka and Thailand.

This worldwide brand has been projected as a product that will meet all the demands of its consumers. Sunsilk has a unique slogan ofr its own "Because Life Can't Wait" and its slogan for color shampoo is "Live in colors". This popular slogan have helped in projecting a strong brand image and creating awareness in the market.

Lately the company has a wide range of product to solve different needs or different hair problem. Some of them are Stunning Black Shine, Dream Soft & Smooth, Anti-Dandruff Solution. All the variants are linked with experts who have professional knowledge about hair.

2.0 History of Sunsilk

The product was launched in 1954, in the United Kingdom, Sunsilk had quickly become Unilever's leading international shampoo brand. By 1959, it was available in eighteen countries worldwide. In the 1980's, Pakistan had a largely under-development market in terms of personal care products. The launch of Sunsilk in 1983 introduced FMCG industry in Pakistan to redefine the lives of its people.

Sunsilk introduced in 1989 with three variants related to hair type endorsement of a hair stylist was the first step in building the image of brand as health care expert. with the competition of local and multinational companies due to rationalize if excise duties, Sunsilk has not been able to take market share.

To strengthen the brand ULP decided to prelaunch Sunsilk premium range consisting nUnilever launch a new variant of Sunsilk having citrus extracts.

2.1 Logo



Each product of Sunsilk have the logo which represent it identity from others product. The first classification of this logo is the color in Sunsilk their is a different varieties of color have been introduce recently.

Next is the geometric shape which is the shape for this brand is with small tiny balls with flame that includes this product is with different color and also shows the shape of long hair.

The front of the product will locate the name and the logo will be appeared has a high lighten of this product with attractive color such as orange, pink, green, blue, gold, purple and yellow. This product also include slogan "life can't wait".

The brand name in front will be cloured in bold black with a colorful pack. Each symbol is to help to define the brand looks which is to turn influences all from part of brand associations. Brand symbol includes to expect of a brand.