



MARKET

Shield competes mainly in two markets, which are oral care and baby care.

In oral care, Shield has two product ranges: toothbrushes and toothpastes.

Shield is one of the leading toothbrush manufacturers and marketer in Pakistan since 1984. Toothbrushes, being an impulse market in Pakistan, are a difficult market to begin with as creating brand preference is an uphill task. However Shield has managed to gain a substantial share especially from middle and lower Socio Economic Classifications. The product range includes a total of 23 toothbrushes ranging from extremely low priced to premium quality high-end toothbrushes. Key players include brands like EzeeGrip and Gorey in lower SECs, and Colgate and Oral B in upper and middle SECs.

After making a mark in the toothbrush segment, Shield entered into the toothpaste category in the year 2006. Shield Toothpaste is being targeted mainly towards the middle SEC and has been priced accordingly. The Shield Toothpaste is newest entrant in the oral care category of Shield and is already causing a stir in the market with its contemporary packaging and unique cinnamon flavour. Key competitors include Dentonic, Sparkle and Colgate.

In baby care, Shield deals in baby feeding accessories with its brand name Shield for middle and lower SECs, and in toiletries and baby feeding accessories with its sub-brand, Blessings, for upper SEC.

Shield is one of the leading baby feeding accessories manufacturers and marketers since 1987 and has been in leadership position since 1989 till today. The product range includes feeders, nipples, soothers, teethers, bottle cleaning brushes etc. Despite the fact that several competitors have come and gone from the market in this category, Shield remains the brand leader in terms of both market share and share of mind. Both shares have continued growing year after year. The current

competitor brands include Kidco and Gorey.

The Blessings brand was launched in 2004 in order to cater to the high-end SECs and the product range includes baby lotion, shampoo, powder, soap, oil, feeders, nipples, teethers and soothers. Blessings competes with brands like Johnson & Johnson and Mothercare.

ACHIEVEMENTS

Since the take over by the new management five years back, Shield has grown 142% in terms of value up to June 2008. Other than Superbrands, Shield has also recently won two Brand of the Year Awards for Shield toothbrushes and Shield baby care products simultaneously.

HISTORY

The first product launched under the brand name Shield was a toothbrush named Shield Regular in 1984. This toothbrush is known as Shield Perfect today. In 1986, the Shield Regular toothbrush became market leader in the toothbrush category. In 1987, two new toothbrushes were launched, named Shield Anti-Plaque and Shield Angular. Also in 1987, Shield entered into baby feeding accessories with the launch of Shield Feeders and Nipples. By 1989, Shield Feeders and Nipples became market leaders in baby feeding accessories. In 1997, Shield Soothers also became market leader in their respective category. At the end of 2002, a new management took over whose vision increased the growth rate of the brand exponentially in oral care and baby care both. In the year 2004, Integrated Management System (IMS) implemented covering ISO 9001-2000 Quality Management System and ISO 14000 Environment Management System.

Also in 2004, Blessings Toiletries were launched followed by Blessings Feeders in 2005. And finally in 2006, the baby care portfolio of Blessings was completed with baby feeding accessories while the oral care portfolio was completed with the launch of Shield Toothpaste.

THE PRODUCT

The Shield oral care portfolio includes a diverse range of toothbrushes customised for individual needs. The Shield toothbrushes range starts from basic low price toothbrushes (Angular and Bio-Junior) and goes as high as Pakistan's only antibacterial toothbrush with silver coated filaments (Antibac). Shield has also recently entered into



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the premium kids' toothbrushes category with Giggles, Funtoo and UFO, as well as specialised adult toothbrushes with gum-massagers called Gumeez and Gumpro. Shield is one of Pakistan's mainstream brands of toothbrushes.

Shield added toothpaste to its oral care portfolio in August 2006. Shield toothpaste is now available nationwide with two distinctly beneficial flavours: cinnamon and peppermint. Anticipating the needs of the growing oral care category, Shield has designed and delivered the newest quality product that consumers have already begun to seek out. The objective is to once again give the consumers a product that is not only of good quality but also value for money, as this is what Shield stands for.

The Shield baby care portfolio constitutes of two brands, Shield and Blessings. Shield baby care covers economical feeding range and accessories which includes feeders, nipples,

soothers, teethers and cleaning brushes, while Blessings offers premium baby toiletries (lotion, shampoo, powder, soap and oil) and feeding range and accessories (feeders, nipples, soothers and teethers). Shield is the market leader in Pakistan when it comes to baby feeding products. The new feeding bottles such as Twinkle, Anti-Colic feeders in Blessings are redefining the standards of local manufacturers of Pakistan.

RECENT DEVELOPMENTS

Shield has recently added Shield Diapers to its baby care products portfolio. With its competitive quality and lower pricing, Shield Diapers have managed to change the way this industry used to behave earlier. At the end of the day, Shield achieves its target i.e. benefit has to go to the end consumer.

PROMOTION

Before the take over of the new management in 2002, the oral care category was limited to the functional side of oral care only which was limiting creative communication to the point of blandness. Now with the new management, the brand positioning revolves around the positioning of the smile. If the slogan is translated from its native language Urdu to English, it will be 'Laugh... out loud'. All communications of toothbrushes and toothpaste revolve around the same positioning giving a broader platform for the brand rather than a limited functional side of the product category.

In Shield baby care, the positioning has remained the same since the beginning in 1980's and the ROI has kept on growing substantially year after year. If the slogan of baby care is translated to English, it will be 'Choice of Wise Mothers', a slogan that has become synonymous with Shield's baby care range.

In Blessings baby care, the positioning is even more emotional as compared to Shield baby care. If the slogan is translated to English, it will be 'Blessings... with you forever'. The inspiration of the slogan comes from a native expression that is used by elders for their children and grandchildren.

BRAND VALUES

The Shield brand sums itself up in two words – protection and care. The brand delivers on these values through products that are reliable and longer lasting with the help of German technology used for production. Shield also resonates with qualities such as reliability and value for money as the brand is mostly in the use of masses rather than the elite – the attributes that kept the brand going in the 90s when the choices within the brand were limited.

www.shield.com.pk

THINGS YOU DIDN'T KNOW ABOUT SHIELD

- Shield Corporation Limited was originally called Transpak Corporation Limited. The name of the company was changed when the new management took over in 2002.
- The logo of the brand Shield was inspired by Superman. The first products launched in the 1980's even included a sketch of Superman.
- Shield Toothpaste's competitor brand Sparkle, was launched by Transpak Corporation in 1981 and was sold by the previous management to Colgate-Palmolive Pakistan Limited in 2001.
- Shield's Antibac Toothbrush is the only toothbrush in Pakistan that has been offered with anti-bacterial filaments.
- Shield has also done contract manufacturing for Oral-B toothbrush brands, Plus and Contura.