

# FAIRY

Fairy is Britain's number one dish cleaning brand and has been a regular and trusted household feature since it first appeared in 1898 on a bar of soap. Today the brand represents a range of products renowned for their cleaning ability and caring nature. More than 13 million UK households buy a total of 150 million bottles of Fairy each year, which equates to 57 per cent of the total market (Source: IRI May 2009).

## Market

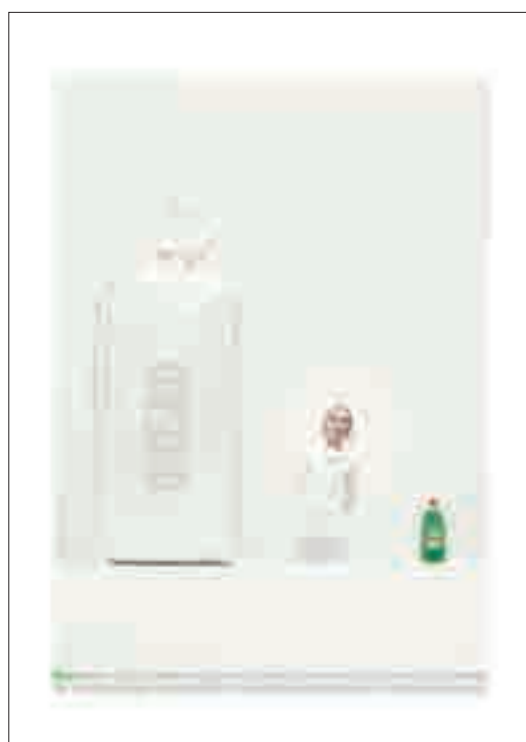
The dish cleaning market contains sink and dishwasher sectors, with Fairy leading the total category in household penetration, volume and value sales (Source: IRI May 2009).

The value of this market continues to increase by three per cent per year, driven by the launch of premium products such as Fairy for Dishwashers; the future is bright for Fairy with a wealth of new product development in the wings.

## Product

During the 1950s, most people used powders and crystals to wash dishes and it was Fairy that launched the first liquid version: Fairy Liquid. By the end of its first year on the market, six out of 10 people in the UK had bought it.

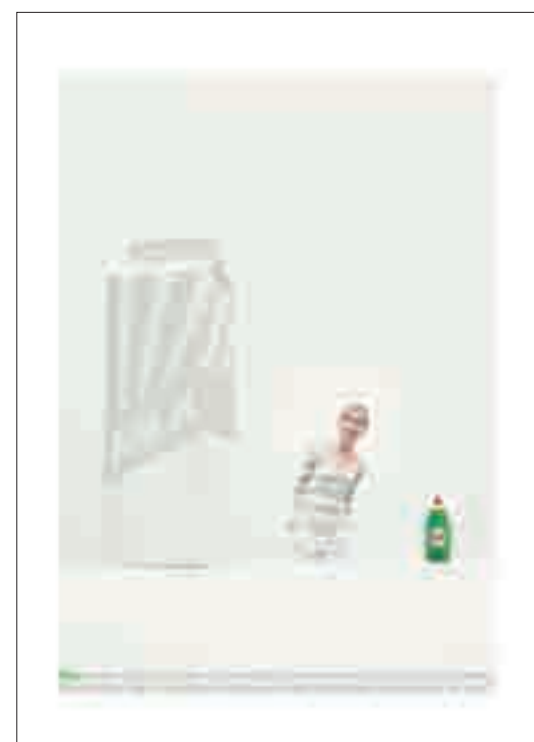
The Fairy brand has stood for 'trust' and 'sparkling performance' for more than 100 years. Fairy is an iconic household emblem and has maintained market leadership for over 50 years thanks to its brand attributes



of unbeatable performance and value: lasting up to 50 per cent longer than the next best selling brand (Source: Independent Laboratory Testing). Fairy does not produce products for other brands or retailers.

Today the Fairy range consists of Fairy Liquid Original, Apple, Lemon, Pink Petals and Fresh Lavender; Fairy Antibac, which provides the additional benefit of controlling the growth of germs on sponges; and Fairy Clean & Care, which helps keep hands moisturised.

The Fairy portfolio also encompasses a dishwasher range with Fairy for Dishwashers



(regular and Platinum), Fairy Rinse Aid and Fairy Machine Cleaner – as well as Fairy non-biological laundry products.

The newest addition to the Fairy family is Fairy Platinum, the only dual-action dishwasher tablet on the market that not only leaves dishes 'sparkling clean' but also maintains dishwasher cleanliness. The new tablets help prevent the build up of limescale in the dishwasher, while providing Fairy's best ever degreasing formula.

## Achievements

Fairy is the UK's top selling household brand (Source: IRI) and became the UK's fastest

growing non-food brand in the grocery sector when turnover topped £120 million behind the launch of Fairy Active Bursts for Dishwashers (Source: Nielsen). In 2007 it was voted Dishwasher Product of the Year.

Fairy Liquid Fresh Lavender was voted Washing Up Product of the Year in 2008 and Fairy Clean & Care was voted Household Cleaning Product of the Year in 2009.

Fairy Liquid has consistently received Best Buy accolades from Which? magazine, while its top cleaning results together with its kindness to skin have seen Fairy certified by the British Skin Foundation.

## Recent Developments

The past few years have seen a steady stream of product development from the Fairy brand, beginning with the introduction of Fairy Powerspray in 2003, designed to remove tough, burnt-on food from dishes.

In 2006 Fairy introduced the first of its Fairy for Dishwashers range of products. A revolutionary all-in-one detergent plus liquid, Fairy Active Bursts required no unwrapping prior to use to provide unbeatable cleaning and convenience. The Dishwasher range was bolstered in 2007 with the introduction of Fairy Rinse Aid and Fairy Machine Cleaner. Within its launch year, Fairy for Dishwashers became the second best selling dishwashing range (Source: IRI 2009), with 90 per cent of independent repairmen recommending it (Source: GSAT 2006).

2008 saw the biggest Fairy Liquid development to date with the introduction of the pampering range, Fairy Clean & Care. This was followed by the introduction of an improved Fairy Liquid formula in 2009, to provide its best ever

degreasing power and the longest lasting liquid on the market, therefore offering the best value for money. At the same time, Fairy updated the bottle to a new ergonomic and stylish design. It was last changed in 2000 when the signature white bottle was replaced with a transparent version for the first time.

Fairy also led the way in the dishwasher market, introducing Fairy Platinum in the same year. A breakthrough innovation, it is the first dual action tablet that leaves 'sparkling' dishes and a visibly cleaner dishwasher.

## Promotion

Fairy Liquid TV advertising campaigns first began in the 1950s. This led to a host of celebrity endorsements, including actress Nanette Newman with the much-loved line, 'hands that do dishes can feel soft as your face with mild green fairy liquid'.



In recent years, Fairy's advertising has seen chefs Ainsley Harriott, Anthony Worrell Thomson and Gary Rhodes front the brand together. The use of glamorous spokespeople such as Jodie Kidd, Helena Christensen and Louise Redknapp has enabled Fairy to talk to a younger audience.

Brand communications emphasise unbeatable performance and value due to product mileage. Its FAIRYconomy campaign, for example, highlights the value benefits of its longer lasting formula to the consumer's pocket and the environment, with fewer bottles required.

Fairy supports a number of charities and has been the UK's number one fundraiser for children's charity, Make-A-Wish, over the last five years. Its corporate social responsibility policy also means that it donates products for use during natural disasters, such as the 2007 south coast oil spillage, as it is recognised by



the RSPB as the best product for cleaning birds following oil spills.

## Brand Values

Fairy is a family-oriented brand with strong links to the kitchen and the role of mealtimes within families. It is also associated with environmental and sustainable organisations such as the RSPB, WWF, Energy Saving Trust and Wastewatch. Its products are concentrated in order to produce less packaging waste, bottles are recyclable and the dishwasher range is designed to be used in short cycles and at lower temperatures. Fairy is also part of the Future Friendly programme, a partnership between brands and leading sustainability experts that is aimed at inspiring people and enabling them to live more sustainable lives.

[fairy-dish.co.uk](http://fairy-dish.co.uk)



1898	1930	1987	1997	2003	2006
Fairy Soap launches through Thomas Hedley & Sons.	Procter & Gamble acquires the brand and Fairy Baby trademark.	Lemon-scented Fairy Liquid is introduced alongside Fairy Original. Two years later, a Fairy non-biological laundry product launches for sensitive skin.	Fairy Liquid with antibacterial agents is introduced.	Fairy Powerspray launches, for tough, burnt-on stains, adding £9 million to the category.	Fairy Active Bursts for Dishwashers launches, and Fairy sales top £120 million.



2007	2008	2009
Fairy Active Bursts is awarded Dishwasher Product of the Year, and the Machine Cleaner and Rinse Aid products are launched.	Fairy launches Fairy Clean & Care in a new bottle design; the range provides the dual benefits of helping to keep hands soft and moisturised while leaving dishes 'squeaky clean'.	Fairy launches Fairy Platinum, the unique dual action dishwasher tablet that leaves 'sparkling' dishes and a visibly cleaner dishwasher. Also in 2009, Fairy Liquid improves its formula and changes the bottle design. The new formula delivers its best ever degreasing power and longest lasting washing up liquid.

## Things you didn't know about Fairy

The Fairy baby that has appeared on all of the brand's products since the 1930s is called 'Bizzie' and has been reproduced as a figurine by Royal Doulton.

Fairy Liquid first went on sale in the UK in 1960 and since then, more than 4.8 billion bottles have been bought by UK consumers – enough to circle the earth 2,400 times.

Every minute, 579 bottles of Fairy are produced, which equates to more than 10 million gallons of Fairy Liquid in a year.

One bottle of Fairy Liquid washed 14,763 dirty plates – a world record.