



Sudocrem's heritage spans 70 years, during which time it has proved itself as a brand that can be trusted to soothe, heal and protect babies' skin from nappy rash. Instantly identifiable, thanks to its familiar grey tub, the multiple award-winning treatment is recognised as the nation's favourite nappy rash cream and has been market leader in its sector for decades. Sudocrem's versatility has made it a medicine cabinet staple for the whole family.



Market

The UK baby nappy rash market is worth £21 million and is on the increase; between 2007 and 2008 market growth was 12 per cent (Source: IRI December 2008). Forest Laboratories' Sudocrem has dominated this category for the past 20 years; it holds more than 70 per cent of volume sales and its share continues to grow. Even with the increasing popularity of disposable nappies, Sudocrem remains as popular today as ever.

Product

Sudocrem is clinically proven to treat nappy rash, however the cream's combination of ingredients makes it a versatile product for use by the whole family. As well as treating a baby's nappy rash, it can help teenagers treat their acne, and older people treat skin problems such as incontinence dermatitis. Sudocrem is also recommended as a first aid box treatment for minor burns, sunburn, cuts and grazes.



Sudocrem is available both over the counter (OTC) and via prescription. Generations of healthcare professionals have put their trust in Sudocrem and in 2008, more than 600,000 prescriptions were written for Sudocrem.

The antiseptic healing cream is available in a range of sizes from a 400g tub down to a portable 30g tube.

Achievements

Sudocrem has been the market-leading nappy rash cream in the UK for more than 20 years and has achieved total penetration across the UK's pharmacies.

It has carved a niche as an essential first aid item with lifelong usage appeal. Indeed, Sudocrem's market research shows its spontaneous brand awareness recall to be more than 90 per cent. As well as being a mother's staple it has earned recognition among healthcare professionals.

Thanks to its consistent and reliable positioning, the Sudocrem brand has earned a plethora of awards over the years.

Recent Developments

In 2007 Forest Laboratories broadened the brand message. It has established a strong

1931	1950s	1960s	1977	1985	2007
Thomas Smith develops Smith's Cream in his Dublin pharmacy.	The product's name changes to Sudocrem.	Sampling to parents and healthcare professionals, to broaden the cream's appeal, begins.	Sudocrem is launched across the UK.	A new manufacturing facility opens in Dublin.	Sudocrem celebrates its 30th birthday in the UK and continues its reign as the number one selling nappy rash cream.



positioning with parents for helping to ease nappy rash, but its unique formulation also allows it to be positioned as a useful first aid cream. The brand's marketing was therefore extended to relay the message that other minor complaints such as sunburn and cuts can be treated with the cream.

Plans are afoot for 2009 to be a year of new activity for Sudocrem, including another fresh approach to marketing the brand. The launch of a portable plastic tube is aimed at attracting a wider audience to the product, specifically targeting men for the treatment of minor cuts and the travel market for sunburn and first aid purposes.

In response to requests to provide more training to pharmaceutical assistants, Forest Laboratories has also embarked on an educational programme that focuses on therapeutic approaches to skin care.

Promotion

The brand makes use of a diversified range of promotional activities in order to communicate the product's unique selling points and brand heritage.

Consumer-facing promotion takes the form of traditional, above the line media such as television, outdoor and parenting press. Indeed, in 2007 the brand embarked on its first national TV advertising campaign to highlight its multiple uses. In 2009 Sudocrem will continue to invest in TV advertising aimed at mothers with young children (from babies up to five years of age) to communicate the product's many uses. The campaign will be broadcast across terrestrial, digital and satellite channels.

In addition to the television adverts, the 'Bottoms Up' print campaign will continue to run in leading parenting magazines. Online campaigns on leading parenting websites have been added to the promotional mix.

To complement the consumer strategy, a full programme for promotion within the medical community sees the brand actively engage with primary care healthcare professionals and pharmacists. Forest Laboratories attends more than 50 nursing and specialist exhibitions, reaching thousands of health visitors, midwives and district nurses. Forest also arranges bespoke symposia, providing education and support. In addition, a dedicated sales team visits nursing homes nationwide to promote the benefits of Sudocrem in caring for elderly skin.

Brand Values

Through its consistent and robust formula, Sudocrem has become a consumer stalwart with a strong brand heritage. A clinically proven cream that can soothe, heal and protect, its key brand values are: gentle, effective and trusted.

sudocrem.co.uk

Always read the label.



Things you didn't know about Sudocrem

Although it's best known for helping to ease babies' nappy rash, Sudocrem can also be used for treating sunburn, minor burns, cuts, grazes, eczema, chilblains and acne.

Seven million tubs of Sudocrem were sold in the UK in 2008.

Many athletes such as runners and cyclists use Sudocrem to treat minor cuts and grazes.

Sudocrem is used by a range of celebrities as part of their beauty regime to treat acne.