

Hair Code

LONG LASTING DIFFERENCE

MARKET

Hair Care! When we normally mention the hair care market in Egypt we normally direct our minds in a very limited area which would normally imply shampoos and dyes probably. What a lot of people won't know is how big the hair care market has turned out to be in Egypt. It has actually divided itself into three main clusters - Pre Wash, during Wash and post wash. Pre wash includes treatments, deep conditioning or normal regimes done before the actual wash for nourishment. During wash is the most popular where we talk about shampooing and conditioning. As far as Post wash is concerned we are talking much more about styling, and when we mention styling it is then about Hair Code Gel.

Hair Code is the leading player in the hair care category in Egypt. Hair Code has a healthy performance and exceptional achievement especially since it was acquired by Marico. Market shares have gone up from 23% ('06) to 32% ('07) in only one year. It operates in the three segments of Gels, Creams and Cream-Gels where Gels are the major contributor to the business. Ranked as number one Gel brand in Egypt exceeding all local, international and multinational gel brands. Hair Code being a market leader with 62% market share also enjoys "highest top of mind" levels in the category.

On a general note on the overall category, styling and the need for styling has become mainstream throughout the last seven years. That fact had encouraged many new entrants and competitors entering the market. Hair Code, being a market leader, had

introduced many new initiative and products to cater to those needs of its consumers who are all the time exposed to new fashions and trends, in and outside the region, creating the perfect recipe and the secret code for those to just style the way they want so that they are just ready to go.

Initiatives have introduced the new Hair Code sachet, a small to go gel pouch that made a revolutionary change over the market. All those who needed a travel sachet, for whatever need and for just a few applications, have found what they really want which is a very affordable pouch for those who aspire to a certain style with a level of price sensitivity. That sachet has created a new opportunity in the market that was a perfect fit with the Hair Code business and the category overall. With that success and originality the business faced the challenge of counterfeiting that hoped to exploit the success of the business. Hair Code challenged counterfeiters and have taken the proper measures through legal procedures, including raids, as well as

ensuring that the proper communications are reaching their consumers to explain the facts openly and frankly to involve the consumer into the problem and educate them how to know the difference between the counterfeit product and the real thing.

Hair Code aspirations go beyond their geographical boundaries through exporting the brand to the whole Arab region, a process that is already making Hair Code gel a widely renowned hair gel in Egypt and beyond.

ACHIEVEMENTS

Throughout 2008 and 2009 Hair Code has seen many changes, the most important of which was that Hair Code in general has undergone a "make over" re-launch campaign. The brand started with a complete facelift to the logo, a total change in brand identity, a complete change for the packaging and a strategic thematic integrated communication campaign based on the platform of "Hair Code, a new code for attraction". In

addition two limited edition SKUs were launched, both capitalising on the soccer fever that had been generated by the football tournaments that were imminent. The first campaign was a promotion - scratch and win - from football themed packs to win a trip to South Africa to watch the Confederations Cup. The second campaign was in 2010, another scratch and win from another thematic package and win a trip to South Africa to watch the World Cup tournament. Both campaigns were supported by the proper communication from newly issued Limited edition packs, to in store

material, to outdoor communication and definitely television and radio communication, optimising the impact of the campaigns.

At the end of 2009 Hair Code won an international creative award for a Hair Code Integrated communication campaign - SIA (Summit International Award). Hair Code was one of the few Egyptian brands ever to win the award and had an article published, together with a trophy that was brought all the way back to Egypt from the United States. Soon after this Hair Code received the news that they had won a Superbrands accolade which definitely was the crowning achievement.

HISTORY

Hair Code is a hair care and beauty brand that was launched in the mid 1990s and was a pioneer in the local hair care category. Eventually, upon the re-launch that was undertaken three years ago, the brand saw a complete turn around take place which resulted in the brand jumping ahead in terms of market share, innovation and the even look and feel of the product to not only acquire quite a commanding market share within Egypt but also conquer the GCC markets and other international markets as well. Since the relaunch Hair Code's market share has gone up from 23% ('06) to 32% ('07). The parent company of Hair Code is Marico, a leading Indian Group in Consumer Products and Services in the Global

Beauty and Wellness space. Marico's Products and Services in Hair Care, Skin Care and Healthy Foods generated a turnover of about Rs. 26.6 billion (about USD 600 Million) during 2009-10. Marico markets well known brands such as Parachute, Saffola, Sweekar, Hair & Care, Nihar, Shanti, Mediker, Revive, Manjal, Kaya, Aromatic, Fiancee, HairCode, Caivil, Code 10 and Black Chic. Marico's brands and their extensions occupy leadership positions with

significant market shares in most categories - Coconut Oil, Hair Oils, Post wash hair care, Anti-lice Treatment, Premium Refined Edible Oils, niche Fabric Care etc. Marico is also present in the Skin Care Solutions segment through Kaya Skin Clinics in India, Middle East and Bangladesh.

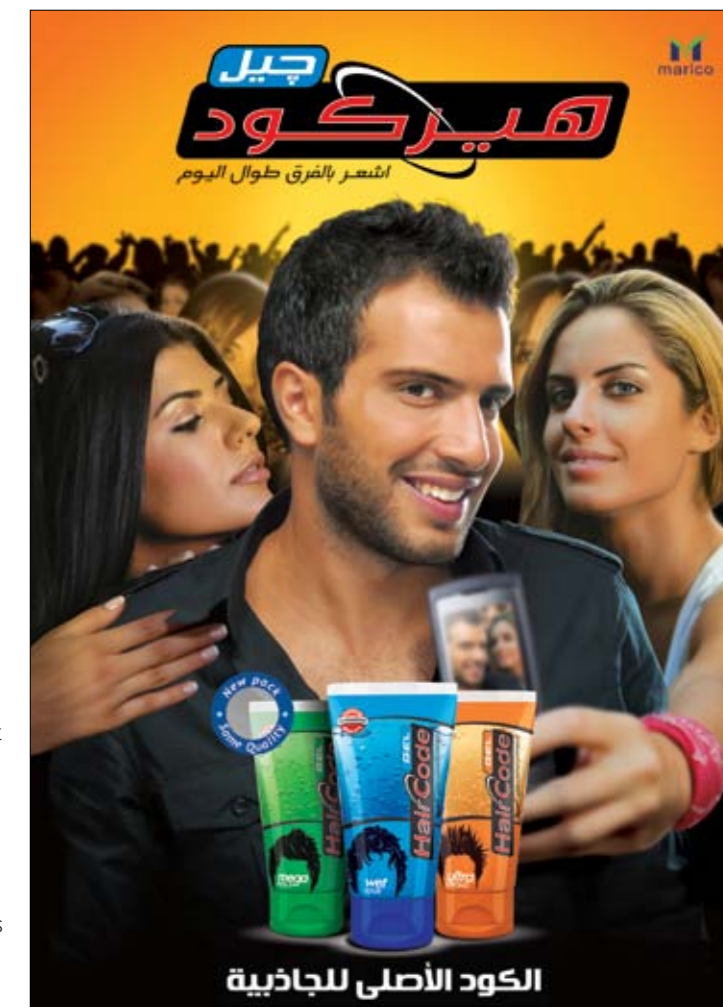
In addition Marico also acquired the aesthetics business, of the Singapore based Derma Rx Asia Pacific Pte. Ltd. (Derma Rx), under the Kaya portfolio. Marico's branded products are present in Bangladesh, other SAARC countries, the Middle East, Egypt, Malaysia and South Africa. The Overseas Sales franchise of Marico's Consumer Products (whether as exports from India or as local operations in a foreign country) is one of the largest amongst Indian Companies and is entirely in branded products and services.

PRODUCT

Hair Code is a hair care brand that serves its consumers with three main extensions:- Gels, Creams and Cream Gels in order to serve everything that the consumer requires of hair care. Hair Code is the ultimate solution for the trendsetting, appearance conscious, attractive youth of Egypt. It is the superior, trendy hair care brand that gives its consumers self-assurance, self confidence and gives that sought after attractive look with its long lasting effect.

RECENT DEVELOPMENTS

Constant innovations are a mission that Hair Code will always carry on its shoulders. From enhancing its formula and catering to all consumer needs in terms of the hold level and SKUs as well as its innovations with respect to creams, to serve all the required needs of its consumers. That said, the innovations will continue to be introduced and the future still holds many surprises.



PROMOTION

Hair Code has firmly captured the market with an innovative advertising campaign using the slogan: "Hair Code...A New Code for Attraction". Hair Code has long been the official sponsor of football in Egypt. In 2009 ten winners of the Hair Code competition campaign made a trip to South Africa to watch the national team as they played in the Confederations Cup. In 2010 Hair Code has made good on its promise with a new promotion that once again took ten people to South Africa to attend the World Cup tournament. In line with Hair Code's policy of innovation many more surprises might be closer than the public think.

BRAND VALUES

Hair Code are proud of their commitment to quality and also of their commitment to their customers. Hair Code products embody the following values:-

- Self Confidence
- Style Icon
- Above the ordinary
- Always in the know

www.haircodeworld.com

Things you didn't know about Hair Code

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Superbrands