

# FAIRY

Fairy is Britain's number one dish-cleaning brand and has been a trusted household name 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, with Fairy consistently bringing effective and innovative new formulas to market. In the last year, 112 million bottles of Fairy Liquid were bought, equating to 61 per cent of the total UK market (Source: IRI October 2011).



## Market

The dish-cleaning market contains sink and dishwasher sectors, with Fairy leading the total category in both volume and value sales (Source: Information Resources Incorporated (IRI) October 2011). Fairy has maintained market leadership for more than 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).

## Product

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

Today the Fairy Washing Up Liquid range consists of Fairy Liquid Original and Lemon;

the Fairy Aromatics range, with a selection of fresh scents; the Fairy Antibac range, which helps prevent germ growth on sponges for up to 24 hours; the Fairy Clean & Care collection, which comes 'with a touch of Olay softness'; and the new Fairy Platinum range, which delivers the degreasing power of an overnight soak in just 10 minutes.

The Fairy portfolio also encompasses a range of dishwasher detergents and additives, including the revolutionary Fairy Platinum, the first dual action dishwasher tablet that leaves dishes 'sparkling clean' while also maintaining dishwasher cleanliness by helping to prevent the build up of grease on dishwasher parts\*.

## Achievements

Fairy is Britain's number one dish-cleaning brand, and has seen the UK's highest value growth in the dish care sector in the last year, when turnover topped £179 million (Source: IRI 2011). The brand's top cleaning results together with its kindness to skin have seen Fairy certified by the British Skin Foundation.

Industry accolades include Dishwasher Product of the Year for Fairy All-In-One in 2007, Washing Up Product of the Year for Fairy Liquid Fresh Lavender in 2008, Household Cleaning Product of the Year for Fairy Clean & Care in 2009, and a Which? Best Buy award for Fairy Platinum dishwasher tablets in 2010.

### Did You Know?

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

Fairy is recognised by the RSPB as the best product for cleaning birds after oil spills, and Fairy donates products for use during such disasters.



Fairy supports a number of charities and has partnered with children's charity Make-A-Wish Foundation for the last eight years, raising more than £650,000 to date.

## Recent Developments

The past few years have seen a steady stream of product development from the Fairy brand. 2010 saw Fairy Liquid deliver a wide-ranging innovation programme across the key pillars of its entire portfolio, with formula upgrades in Original and Lemon, and new variants for Antibac and Aromatics. The programme also saw Fairy Clean & Care partner with beauty brand Olay to create a product that is designed to leave hands noticeably softer and smoother – in comparison with Fairy Original – when washing dishes. These breakthrough innovations saw Fairy Liquid reach its highest ever value share in the hand dishwashing market: 72 per cent in December 2010 (Source: IRI 2010).

Fairy continues to bring the most effective and innovative formulas to market to ensure there is a top-performing Fairy product to suit every home and every usage occasion. In August 2011, Fairy introduced its most powerful washing up liquid ever: Fairy Platinum. Since launch it has sold 2.66 million bottles, representing 11.1 per cent of category value in September 2011 (Source: IRI 2011).

## Promotion

Fairy Liquid television advertising campaigns first began in the 1950s, instigating 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. Brand communications emphasise unbeatable performance and value due to product mileage. Its FAIRYconomy campaign, for example, highlighted the value benefits of its longer lasting formula to the consumer's pocket and the environment, with fewer bottles required.

In 2010, Fairy Liquid celebrated its 50th anniversary with a limited edition version of the original white bottle and the return of Nanette Newman as the face of the campaign. Within six months of the campaign launch, 3.8 million bottles had been sold (Source: IRI 2010).

### Did You Know?

The Fairy baby that has appeared on all of the brand's products since the 1930s is called 'Bizzie'.

In 2011 Fairy launched into the world of social media with its own Facebook page accruing more than 20,000 fans to date.

## 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, Waterwise and Waste Watch. Its products are concentrated in order to reduce packaging waste, bottles are recyclable, and the dishwasher range is designed to be used in short cycles and at lower temperatures, saving energy. Fairy is part of the Future Friendly programme, a partnership between brands and leading sustainability experts that is aimed at inspiring and enabling people to live more sustainable lives.

► [www.facebook.com/fairydish](http://www.facebook.com/fairydish)



## Brand History

- **1898:** Fairy Soap launches through Thomas Hedley & Sons.
- **1930:** Procter & Gamble acquires the brand and Fairy Baby trademark.
- **1987:** Lemon-scented Fairy Liquid is introduced alongside Fairy Original. Two years later, a Fairy Non-Biological laundry product launches for sensitive skin.
- **1997:** Fairy Liquid with antibacterial action is introduced.
- **2000:** The signature white Fairy Liquid bottle is replaced with a transparent version for the first time.
- **2003:** Fairy Powerspray launches, for tough, burnt-on stains, adding £9 million to the category.
- **2006:** Fairy introduces the first of its Fairy for Dishwashers range, and Fairy sales top £120 million. The following year the Machine Cleaner and Rinse Aid products are launched.
- **2008:** Fairy launches Fairy Clean & Care, which provides the dual benefits of helping to keep hands soft and moisturised while leaving dishes 'squeaky clean'.
- **2009:** Fairy launches its unique dual action dishwasher tablet, Fairy Platinum. The Fairy Liquid formula is also improved and the bottle is updated with a new ergonomic design.
- **2010:** Fairy launches a wide-ranging innovation programme, and Fairy Clean & Care partners with beauty brand Olay.
- **2011:** Fairy launches its most powerful washing up liquid to date – Fairy Platinum – and the brand's annual sales top £179 million (Source: IRI October 2011).