

From Fair to Glow- Reimagining Beauty

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*Glow &
Lovely*

Abstract

The research paper is based on how the name change of Fair & Lovely to Glow & Lovely impacted the lives of people and their awareness of the same, and why and what was the need for the name change.

Keywords: Glow & Lovely, Fair & Lovely, Marketing, Re-branding, Fairness Cream, Conmetics

1. Introduction

The major shift from Fair & Lovely to Glow & Lovely paves the way for this research project which will be a roller coaster ride that will frame and witness all the ups and downs faced by the big brand Fair & Lovely, and the re-branding of the same to Glow & Lovely will be worthwhile to go in-depth. Among all the chaos and hurricane, the re-birth of the brand was not just with the name but with a different perspective, a different mindset and it also came up with all new synergies and simulations.

2. Problem Statement

Impact of the brand name change from Fair & Lovely to Glow & Lovely.

3. Objective of the Study

- To compare the performance of the brand pre and post rebranding exercise.
- To evaluate the perception of consumers towards the new brand Glow & Lovely.

4. Research Methodology

We have adopted a qualitative research approach to our study. As a part of our study, we have collected data from both secondary and primary sources of data which helps us to understand to what extent the re-branding made the space in the mind and heart of the consumer. To draw the required inferences, we

collected data from newspapers, journals, reports, blogs, periodicals, conference papers, etc. We have also done a focus group study among our target Men and Women in the younger age group of 20 to 25.

5. Literature Review

Melanie Marian Crasta's (2020) study highlights the role of the orthodox notion that still exists in the greater society regarding the use of skin whitening cream and also how media has undergone a change from focusing on skin whitening to personality developing (self-care and better looking). There was a survey conducted among 100 respondents out of which 54% have at least used Fair & Lovely once in their lives which provided it is the leading brand in fairness cream. After coming a long way consumers have genuinely realized the difference between self-care and skin whitening. This gave birth to the campaign known as Dark is Beautiful which focused on self-confidence and women empowerment. All these parameters gave rise to the rebranding of Fair & Lovely to Glow & Lovely which preached a more inclusive vision of beauty.

According to Sneha Sharma, and Megha Arya (2021), the paper focuses on how media is a strong predictor of body image by showcasing the negative as well as positive impacts wherein body image relates to certain factors that include, perception, thoughts, self-appearance, emotions, etc. There is a difference in how people perceive body image, as positive body image refers to love, respect, and acceptance whereas negative body image refers to the psychological salient discrepancy. Social media to some extent has also resulted in adverse effects on the lives of people. The main objective of this paper is to develop a positive body image that can make people comfortable in their ideal body but not in their manifested one and there is no gender inequality. According to the analysis in this paper, 77.6% of women have dissatisfied with socio-cultural pressure, depression, etc. Fair & Lovely has also resulted in changing the name from Fair to Glow because they faced a lot of backlash on social media for creating an unrealistic and stereotypical skin tone at the same time Glow & Lovely gives a positive image of self-love. One of the remarkable examples stated is about Carol Gracias who participated in Lakme fashion week with her pregnant belly which shows that the perfect body does exist but should not be discriminated in shapes and sizes and this has resulted in showcasing an inspiration to the world at large.

According to Raghava Rao Gundala and Kavita Chavali (2012), this paper focuses on how the ethical aspect of advertising is given more importance because if the use of fear appeal and threat is shown in an advertisement it can mislead the customers to buy a product and can create anxiety among them. This paper also examines the awareness and preference of customers toward the fairness cream. It also states the brief about the fairness cream market in which HUL Fair & Lovely fairness cream is the dominant player representing 53% market share and other players followed by HUL are Cavin Kare's Fairever fairness cream, Godrej Fairglow. An example in this paper illustrates how an advertisement for fairness cream depicts a radical change in the life of the person after using the cream and through these advertisements it sets a notion among the consumers that only a person with fair skin can be successful and this in a way can lead to racial discrimination and also making use of this communication to persuade the consumers can be considered as an unethical practice. In this paper, a random sampling of 75 respondents is done and according to the survey respondents have agreed that advertising fairness product is an unethical practice because they feel that advertisements portray racial discrimination, sexual discrimination, feeling of being rejected, and making deceptive claims.

According to Sahana Heiderscheidt (2019), Fairness is a cultural Beauty Ideal. For women's worth in society, women are tied to fairness. Women's worth is largely dependent on their appearance, and ability

to marry and fulfill a domestic role while men are valued for their careers and accomplishments. Many precautions are taken to prevent women from getting their skin dark.

The colour of a women's skin may determine her economic growth. in the case of marriage, fair women are more desirable and dark-skinned women are asked for a higher dowry and considered a burden to the family. The preference is always given to the fairer girl and the choice of men is also the same. so, all these things make the girl feel lowness and look for more beauty

According to Saumendra Das (2015), this paper seeks to understand customer perception in India towards fairness cream. It says that there is a huge demand for fairness cream in the Indian market due to two main reasons the increased media and untapped market targeting the rural segment and second reason could be the increased penetration level of male spending behaviour on cosmetics because earlier the segment was dominated by females but it became the part of male as another brand was launched by Emami as " Fair and Handsome" cream. This research was carried out among 200 respondents and when asked about the awareness level of the brand, it was HUL Fair & Lovely that dominated the market and this was possible because HUL attracted all classes of consumers regardless of age and income. Also, it was observed that the people used Fair & Lovely cream to get the fairness in their face and have a good personality. Thereby it becomes important for the company that the product should be communicated effectively to the customers by considering different channels of media.

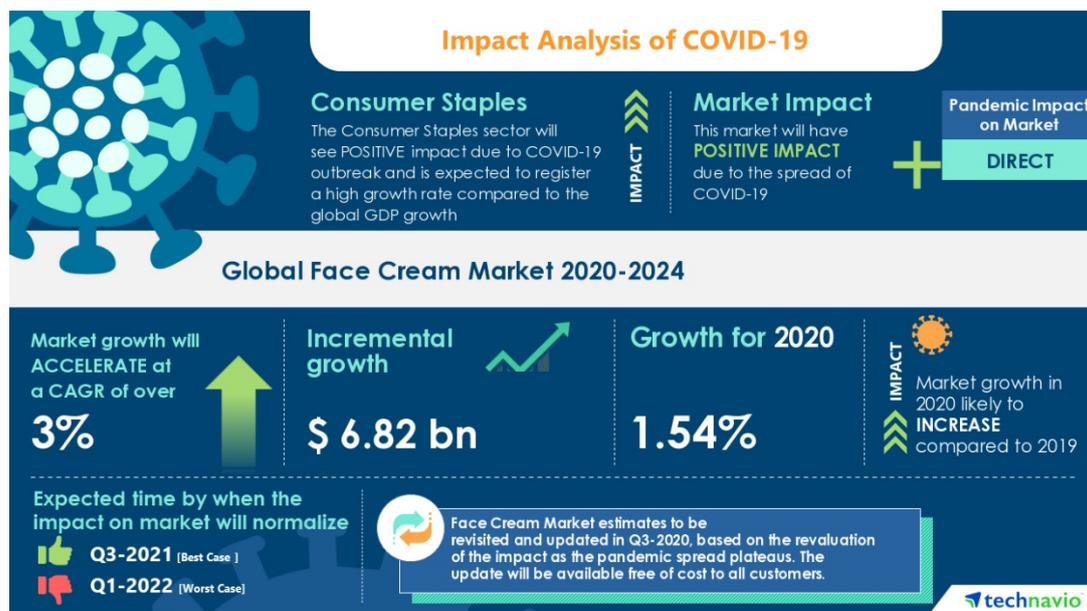
6. Analysis

6. Overview of the Fairness Cream Market

The first fairness cream is said to date back to 1919. In 1975, Fair & Lovely was launched by HUL, the Indian subsidiary of the multinational company Unilever, which became an instant success. Soon, other brands followed. Advertisements in the 1980s showed dark-skinned women unable to find husbands or jobs until applying fairness creams to achieve the 'desirable' skin tone. These storylines continued in advertisements well into the 21st century.

In 2019, the Indian fairness cream market was reportedly worth nearly Rs. 3,000 crore, according to the India Fairness Cream & Bleach Market Overview (2018-2023).

According to a report by Technavio titled Global Face cream market 2020–2024 which gives details on the impact of COVID-19 at an industry level, regional level, and supply chain operation. It states that the global face cream market in 2020 is likely to increase compared to 2019. It also gives the view that market growth will accelerate at a CAGR of over 3% and there has been an incremental growth of \$6.32bn and the growth for 2020 is 1.54%.



According to the latest article published in the year 2021, the fairness cream market is worth Rs. 10,000 crore, and Fair & Lovely has an over 80% market share. Between companies like HUL, P&G, and L'Oréal, brands like Fair & Lovely, Nivea, Olay, Pond's, Dove, Neutrogena, and Garnier dominate the industry. This has been boosted by endorsements by a range of celebrities such as Shah Rukh Khan, Deepika Padukone, Virat Kohli and Priyanka Chopra.

A report by Research and Market.com states that the women's fairness cream category is predicted to achieve market revenue of more than Rs. 5,000 crore by the year 2023. Certain factors are driving the market of fairness cream market because of the rising influence of media and advertisement and pressure of society to look well-groomed, the desire to try a launch of a new product, and also the rising no of the youth population in the world and to add this there are various beauty pageant shows that has created a hunger in Indian women to look beautiful and fair to compete with women of different countries like Miss India, Miss Universe, etc.

6.2 Rationale behind Rebranding Exercise

Hindustan Unilever Ltd. has renamed its flagship skin lightening cream brand 'Fair & Lovely' by removing the word within the name and later renamed as 'Glow & Lovely', days as it set out to get rid of words that propagated racial stereotypes. The men's variety of the merchandise is known as 'Glow & Handsome'. The company also declared that they will prohibit using discriminatory 'White/Whitening', 'Light/Lightening' from all its packs and communications.

6.3 Advertisement Strategy- A Shift in the Advertisement from Skin Fairness to Career-oriented Theme

From using shade cards as a yardstick to determine a woman's capabilities to using its advertising mediums to celebrate India's women athletes, Hindustan Unilever's Glow & Lovely has come a long way. Fair & Lovely advertisements from the late 90s and early 20s often portrayed women with darker skins as failures; these women would ace their presentations, crack interviews or be able to upload their profiles on matrimonial websites only after applying a cream. They started by selling 'Gori twacha' (fair skin) and moved to use alternatives like 'nikhaar' (glowing skin), which hinted that confidence is a by-product of fairness creams.

However, after it transitioned to Glow & Lovely, HUL has been attempting to take baby steps towards inclusivity. The first-ever ad as Glow & Lovely featured brand ambassador Ms.Yami Gautam. Following that, Glow & Lovely released a rap video with Ms.Deepa Unnikrishnan, a.k.a. Dee MC, that targeted younger women and encouraged them to never shy away from pursuing their dreams and be confident in their skin. Now, after India's incredible performance at Tokyo Olympics 2020, the 'brightening cream' has released a new campaign that celebrates India's athletes.

Current Advertisement of Glow & Lovely



Past Advertisements of Fair & Lovely



The Central Focus of Glow & Lovely is “The Foundation of Career”

The Glow & Lovely careers help find women diverse career options. There has been a significant change in the job market in India. There are no openings available for posts that were previously unheard of. Universities have started new streams of graduation to meet this growing demand. Glow & Lovely Careers (formerly known as Fair & Lovely Career Foundation) aims to help every ambitious woman achieve her dreams. So, you'll find that the website is full of information about new and emerging career options for women. There are numerous examples of women who've discovered their dream job while surfing the website. The blogs and Stories section also gives you information about what it takes to get into your desired industry along with tips to boost your resume. Glow & Lovely is committed to helping find the best career options for women based on their lifestyle. So, whether you want to become a teacher, pilot, or beauty technician, the website has all the required information along with tips and an insider's peek into the industry. They take pride in providing you with well-researched articles. Currently, Glow & Lovely provide free guidance on 61 career options. The program covers 10 major industries. Here's the list:

- Aviation and Aerospace
- Beauty and Wellness
- Education and Training
- Engineering and Manufacturing

- Management, Marketing, and Sales
- Finance and Accounts
- Healthcare
- Information Technology
- Media and Entertainment
- Natural Resources and Food Processing

6.4 Focus Group

As the research study proceeds further, the focus group has been done by us between 8-10 members each, both the males and the females for a better understanding of their know-how about Fair & Lovely and how, when, and why it was renamed as Glow & Lovey.

Both of their responses, where 30% are unaware and 70% are aware. So there were mixed responses from the respondents. Some just knew about the change and some respondents were aware of the reason as well. The focus groups conclude by knowing their beauty, skin whitening, or rejuvenating preferences. Some have used Fair and Handsome products some have never used it once while if we are talking about females some has used Fair & Lovely or someone's mother or aunt has used it, many have watched the advertisement of Glow & Lovely and some have not heard of it. In the end, everything depends upon the individual's perspective, choices, and tastes in this focus group.

Responses on the basis of Questionnaire	Male	Female
Usage of Beauty Products	Yes, for example- Fair & Handsome, Ponds, Mama Earth	Yes, for example- Fair & Lovely, WOW, Ponds, Olay, Lakme etc
Awareness on Fair & Lovely name change	Yes, through newspapers	Yes, through people and it's new advertisement
Usage of Glow & Lovely	No, only heard	Yes, few have tried
Awareness on its new advertisement	Yes, very much aware	Yes, very much aware
Awareness on its moral behind the advertisement	Yes, and they fully support	Yes, they support women empowerment

7. Conclusion

The re-branding of Fair & Lovely to Glow & Lovely indicates that the Universe doesn't stop at fairness and beauty. We have a larger picture to see. This resulted in the futuristic idea which gives greater scope to Careers and a larger vision for Women's Empowerment. Also, the media played the most important role throughout the debate as it showed the picture of criticisms as well as its establishment. As our analysis of the research study indicates at this point the salience of this brand changes at a nascent stage. Also, the COVID pandemic has to some extent impacted the market. At this point, the consumers are not reflecting much on this change and the change seems to have created some consciousness among the users on the fairness of using the term, Glow. A lot depends on the future strategies of HUL on how the company will leverage this change in the brand name.

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