

# THE CASE

This case study is about the branding of India's first Halal Cosmetics.

Brand name, Logo, Brand Architecture, Packaging, Positioning, and Communication.

# HALAL IN COSMETICS

*Halal means permitted.*

Its application to beauty products pioneered in Malaysia. The brands originate from Malaysia, Turkey, UAE, USA, Europe (UK, Germany, France).

Typically, boutique brands in a niche.

# HALAL IN COSMETICS

Halal cosmetics have to be certified by the Halal Board. These products do not contain animal derived ingredients (nor are they tested on animals), alcohol, parabens and sulfates.

*The word halal has deep religious connotations, it's the opposite of haram.*

# ECOTRAIL PERSONAL CARE

1. A start-up by two Jain sisters.
2. To pioneer the concept of halal cosmetics in India.
3. India, with 14% Muslim population and 20 million Muslim women in age group 20-40 years, offers a strong opportunity.
4. This potential however, lies in the mass market.

# RESEARCH

CONDUCTED ACROSS INDIA

- MUSLIM WOMEN CONSIDER THEMSELVES TO BE THE *'MINORITY WITHIN MINORITY'*.
- THEY WISH TO CHOOSE, NOT IMPOSED UPON.

# AGENCY RECOMMENDATIONS

# BRANDING HALAL IN COSMETICS

- The Muslim consumer today has a bevy of brands to choose from in cosmetics.
- Even the upscale brands like L'Oreal has mass market variants.
- At the outset, consumer has to switch from strong internationally acclaimed brands to a brand of halal cosmetics.

# BRANDING HALAL IN COSMETICS

THE BRAND MUST NOT PREACH HALAL.

THE BRAND MUST BE:

A BALANCE BETWEEN BEAUTY & DUTY

RIGHTEOUS YET GLAMOROUS

COSMETIC YET SCIENTIFIC



# BRAND LOOK & FEEL

- THE BRAND TO HAVE A PREMIUM, INTERNATIONAL LOOK & FEEL.
- INTERNATIONAL DEFINED AS 'MIDDLE EAST' AND NOT WEST.

**BRAND NAME**

# THE LOGIC BEHIND THE NAME

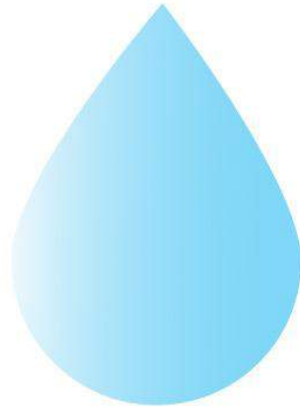
- IT MUST BE IN ARABIC, GIVEN THE EXCLUSIVITY THE LANGUAGE ENJOYS OVER URDU, AMONG INDIAN MUSLIMS.
- IT MUST BE EMPOWERING AND ENHANCING, NOT INSTRUCTIVE OR MORALIZING.
- IT MUST BE SIMPLE YET MYSTIQUE.
- IT MUST BE A PR AND CONVERSATION POINTER (WHAT DOES THE NAME MEAN?)

# THE NAME **iba**

- It means Sense & Pride.
- It can be extended, simply, to Ibadat in the context of wuzu-friendly range, an important part of product mix.

# LOGO

The logo symbolizes the core essence of the brand being  
**Beauty and Purity.**



The brand mnemonic is made of water droplets in the shape of a flower. Water signifies purity and cleansing which is the basic tenet of beauty in halal.

The blooming flower denotes that real beauty unfolds with purity.



*iba*

The name 'Iba' is derived from Arabic and connotes Sense and Pride. The brand is amicable, modern yet rooted in the rich heritage, thereby expressing consumers' belief in real beauty and the goodness of halal.

'Great Vibes' is a beautifully flowing connecting script. The font seems strong, modern, universal yet human because of its cursive characteristics. All the attributes that perfectly fit the personality of brand Iba, that is elegance and pride.





# BRAND ARCHITECTURE

- Rationale
- Architecture to be in sync with the consumer purchase process.
- Consumer first decides on the product (shampoo, body lotion etc) and then selects the brand based on benefit analysis.

# BRAND ARCHITECTURE

## But in case of iba:

- Consumer will choose to buy iba instead of her current brand, irrespective of product category (face cream, shampoo, lipstick etc).
- The common RTB for a iba shampoo vs. Sunsilk or iba fairness product vs. Fair & Lovely is Halal.
- Having considered the brand, the next step in the purchase process would be to look for the product and benefit.

Therefore, a sub-brand name will only fight against this reverse purchase logic.

# BRAND ARCHITECTURE

The products were categorized into benefit-groups.

1. ALOE AQUA (WUZU FRIENDLY)
2. FAIRNESS
3. FACE GLOW
4. NOURISHING
5. TALCUM POWDERS
6. BODY & FACIAL SOAPS
7. NOURISH & SHINE
8. COVERED HAIR
9. PURE ATTARS
10. PURE PERFUMES
11. ATTAR SPRAYS

# BRAND ARCHITECTURE

Packaging was then developed for each group of products:

1. Each group had a design and visual rhythm distinct from all other groups.
2. Yet, all the groups belonged to one single family

# PACKAGING

The packaging aims at breaking away from the generic and to communicate the purity of the ingredients in each range.

The brand mnemonic's color changes as per different range embodying the core ingredients used. It serves as an additional benefit for the future expansion of the brand's product line while maintaining the brand's essence.

# FAIRNESS RANGE



# WUZU FRIENDLY RANGE



# FACE GLOW RANGE





# NOURISHING RANGE



HAIR RANGE

# SOAP & TALC RANGE

# ATTAR & PERFUME RANGE

# Brand communication

First launched at Ahmedabad around Eid with a 'mistake'.

'Iba mubarak' messages across media instead of 'id mubarak'



*iba  
mubarak*



*iba  
mubarak*

INDIA'S FIRST HALAL COSMETICS

*iba* ™  
HALAL CARE

AVAILABLE AT *iba* STORES: MITHAKHALI, OPP. NEPTUNE HOUSE ■ JUHAPURA, ROYAL AKBAR APARTMENTS



# Post launch

Concept promotion : Iba was promoted as a combination of halal goodness and beauty care

**Like a rose without its thorns**