

Whisper Comfort Patch

Group 7: Tara, Soham, Arohi, Ishani, Nishtha



Product



How does it work?

Thermo-Active Technology

Iron powder+Sodium Chloride+
Oxygen



Heat Energy





Thermo-active technology

5

Pack of 5



Lasts up to 8 hours



Comfortable, breathable, thin



Adhesive back



Dermatologically tested

whisper

whisper

COMFORT PATCH



Pack of 3
or 5

Directions
For Use

Adhesive back

Thermo-active technology

Lasts up to 8 hours

Comfortable and
discreet

Consumer Behaviour



Seek pain relief



Use natural
remedies



Emotional impact

Delivering Value



Empowerment
and Control



Comfort and Self
Care

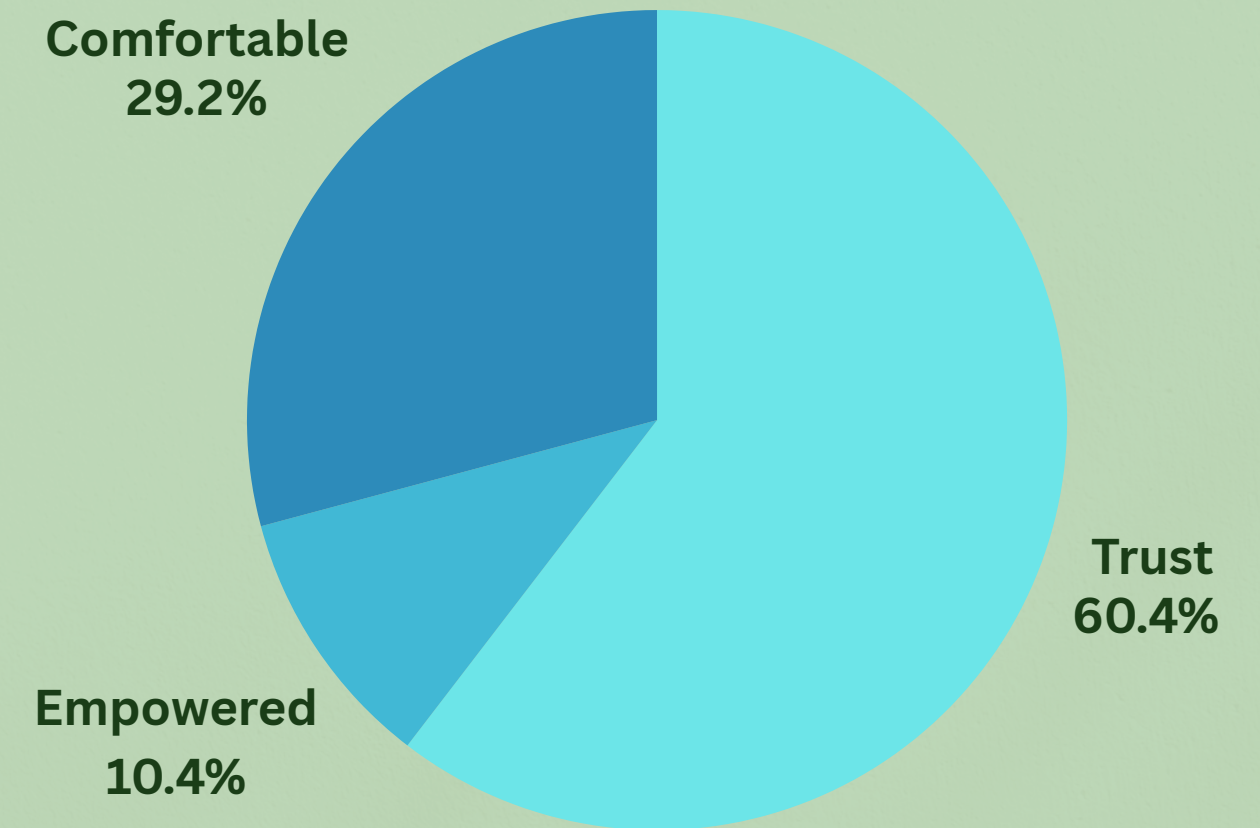


Reducing
Reliance on
Painkillers

Why Whisper?

Whisper's message of empowerment, encourages women to embrace their periods and feel confident throughout their menstrual cycle. This demonstrates the synergy between the cramp relief patch and its commitment to offering a complete solution for period-related needs while supporting women's success.

A cramp relief patch is a want and not a need. Stayfree is a more economical brand with cheaper pads. Whisper, being a premium brand can tap into the 'wants' due to the willingness of its target audience to invest in premium products that offer additional benefits.



“We are on a mission to help girls & women reach for the stars and unleash their true potential”



“We're for women, we're for YOU.”

Research Plan

HYPOTHESIS

Hypothesis: A significant proportion of women prefer non-pharmaceutical, external solutions over medication to alleviate cramps on their period, and are seeking and interested in such solutions.

Hypothesis: A majority of women would be willing to try a product from a brand they do not usually buy from, if it offers promising value to alleviate the discomfort and pain.



Market Research

OVERVIEW

INTERVIEWS

- 14 interviews with women between the ages of 18-30
- Interviews were led by the '5 Whys' to gain a deeper understanding of consumer habits, pain points, and brand preferences

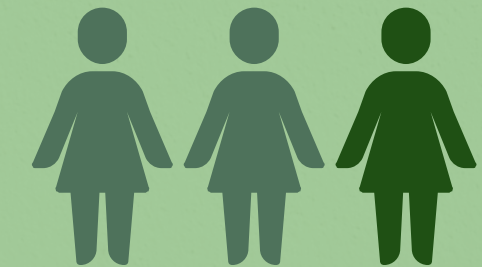
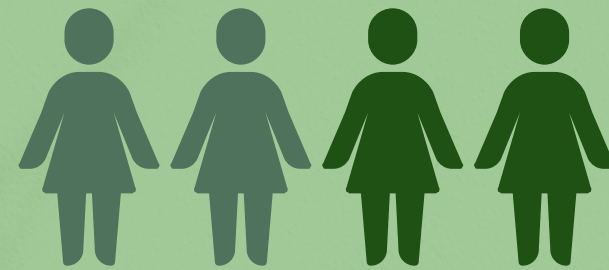
SURVEYS

- 55 individuals
- 63% students and remaining were middle-aged women
- The survey aimed to understand brand sentiments, current habits , present concerns, perceptions towards the product



Market Research

SURVEYS & INTERVIEWS



Around 75% of respondents experience cramps during their menstrual cycle. A majority have cramps for 2-3 days per month

50% of respondents take painkillers to relieve cramps, despite many reporting resistance to pain pills after regular use. They find hot water bags difficult to use, .
"None of them usually help perfectly."

2 out of 3 women reported dissatisfaction with current solutions and a preference for external solutions

Perceptions of the patch

SURVEYS & INTERVIEWS

"I would try it, especially for classes"

"Very curious to try such a product! "

"Sounds very comforting "

"Pretty cool"

"Is it electrical? Is the heating regulated?"

*"I hope it's extremely comfortable and instantly help with
pain relief"*



Market Research

INSIGHTS

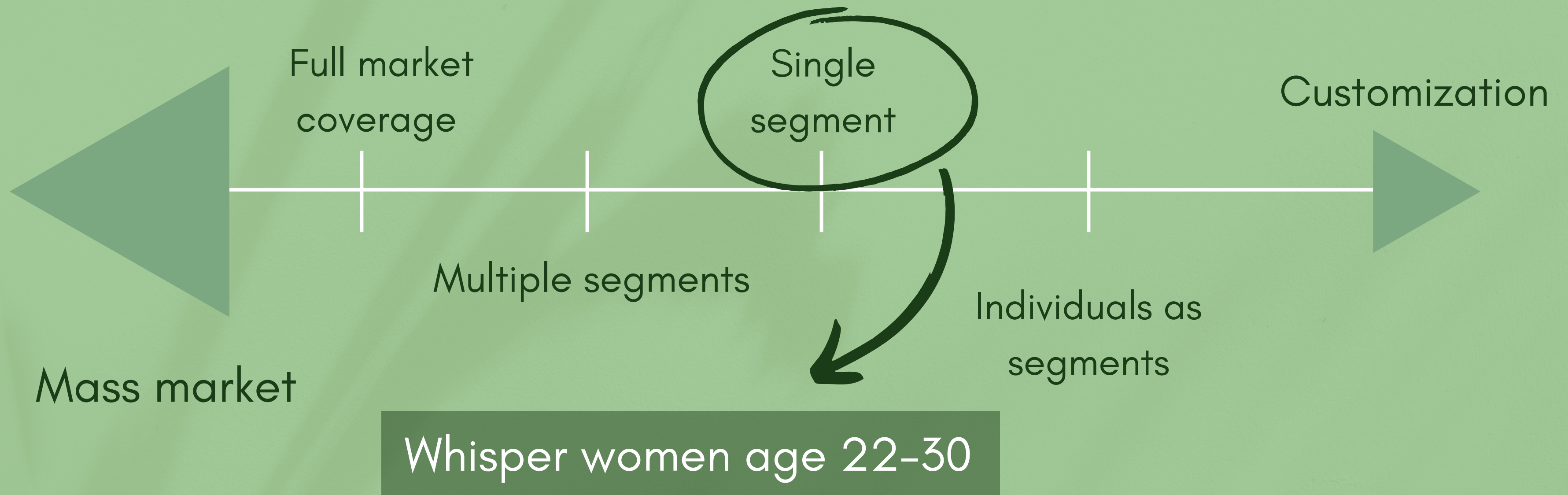
- A majority of menstruating women experience cramps and resort to painkillers despite preferring external measures and **there is a lack of the “perfect” cramp solution for an active lifestyle**



People



Segmentation



Practical Segmentation Variables

GEOGRAPHICS

- Tier 1 and Tier 2 cities

DEMOGRAPHICS

- Age: 21-30
- A1
- Upper middle class
- Working professional

PSYCHOGRAPHICS

- Brand Loyalty
- Career Oriented
- Self Care Enthusiasts
- Health-conscious
- Wellness focused

BEHAVIOURGRAPHICS

- Active and busy lifestyle
- Unwilling to take external medication
- Cannot take a break on their period



Rationale behind single segment

- Ability of consumers to more purchases with minimum customer acquisition cost for whisper
- Addressing 1 specific need of 1 specific group–
- Motivation to buy remains the same — Brand Loyalty
- Even we target stayfree and sofya users, they won't make up a majority of the client base since whisper is a premium brand



Competition in existing market: Nua



- Launched in 2017
- Only 4 lakh users
- Subscription-based Model
- Price of product: Rs.100 per patch
- 8 hours of pain relief
- Women wellness brand



Positioning



Points of Parity



Pain relief



Time of Use



Ease of Use

Points of Difference- USP



Price



Availability



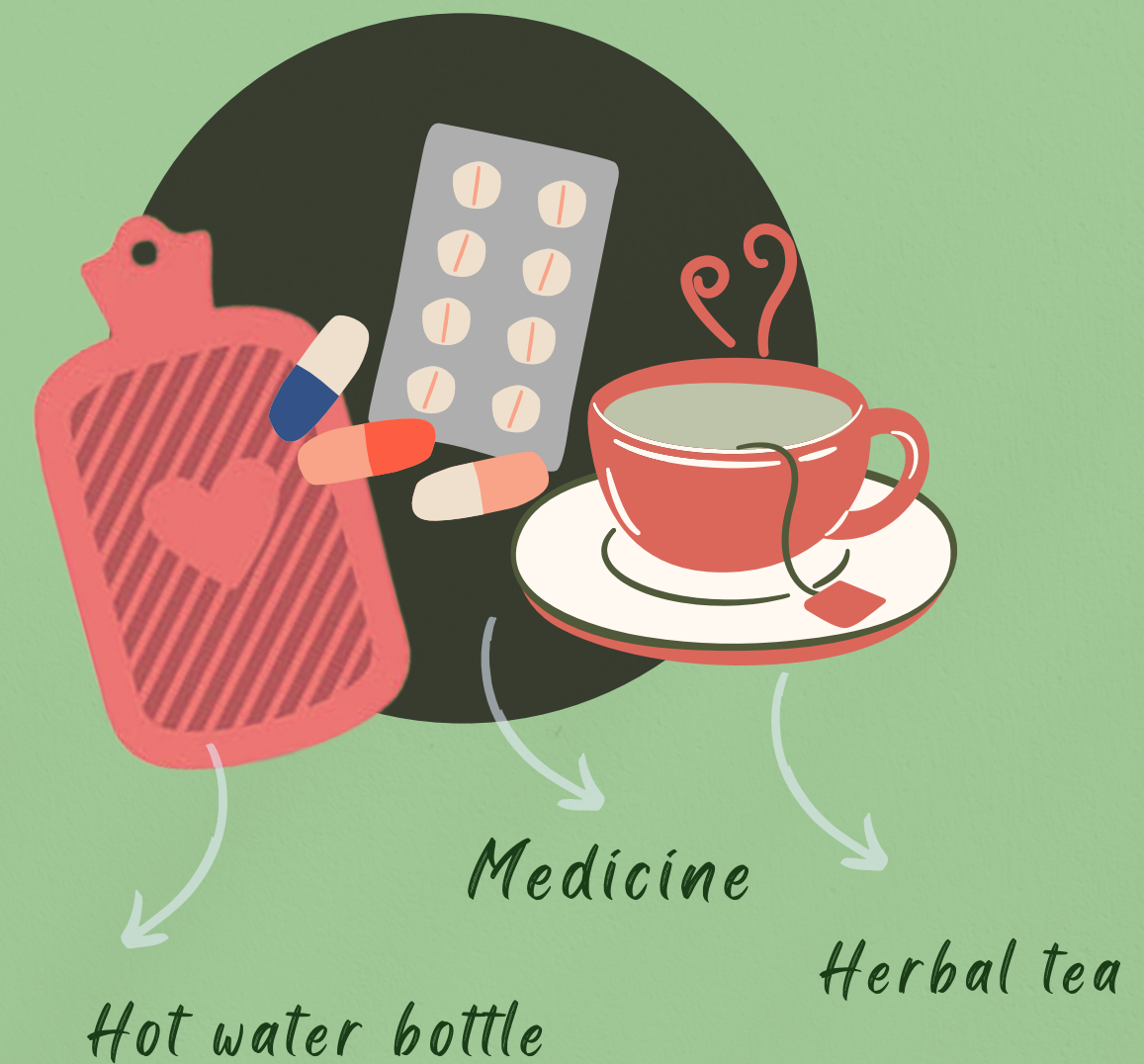
Persona



Quality

Positioning Statement

For existing whisper users seeking a way to overcome menstrual discomfort, Whisper's Cramp Relief Patch is a discreet, hassle-free solution that delivers instant soothing relief by being the ultimate choice that combines advanced technology for targeted comfort so you can reclaim your day with confidence and ease



Logical source of business

EXISTING WHISPER CUSTOMERS

(who do not use a cramp relief patch but have an existing method of pain relief)



Building on an
Existing Need



Possibility of Market
Expansion



Targetting Whisper
users

Market Viability

TRENDS

The Feminine Product Market was valued at USD 40.2 billion in 2020 and is expected to reach USD 75 billion by 2025 at 13.3% CAGR during the forecast period 2022-2030.

The Federation of Indian Chambers of Commerce and Industries (Ficci) predicts that the Indian femtech market will grow by \$4 billion by 2024.

India is following the US market, becoming an hourglass-shaped economy, where the middle market consumers migrate towards both discount and premium products.

Whisper is a premium brand in the Indian market and has a firm position there.

With an increasing rise in the middle class population along with an increase in their disposable income, more women will start associating with premium 'want based' menstrual products made by established brands like Whisper

Source: (1) Pitchbook Data; (2) Statista; (3) Arizton Advisory & Intelligence



Price



Pricing

Perceived Value Pricing: The Comfort Patch product delivers quality, functionality and emotional benefit which aligns with the positioning of Whisper as a premium brand with high quality products.

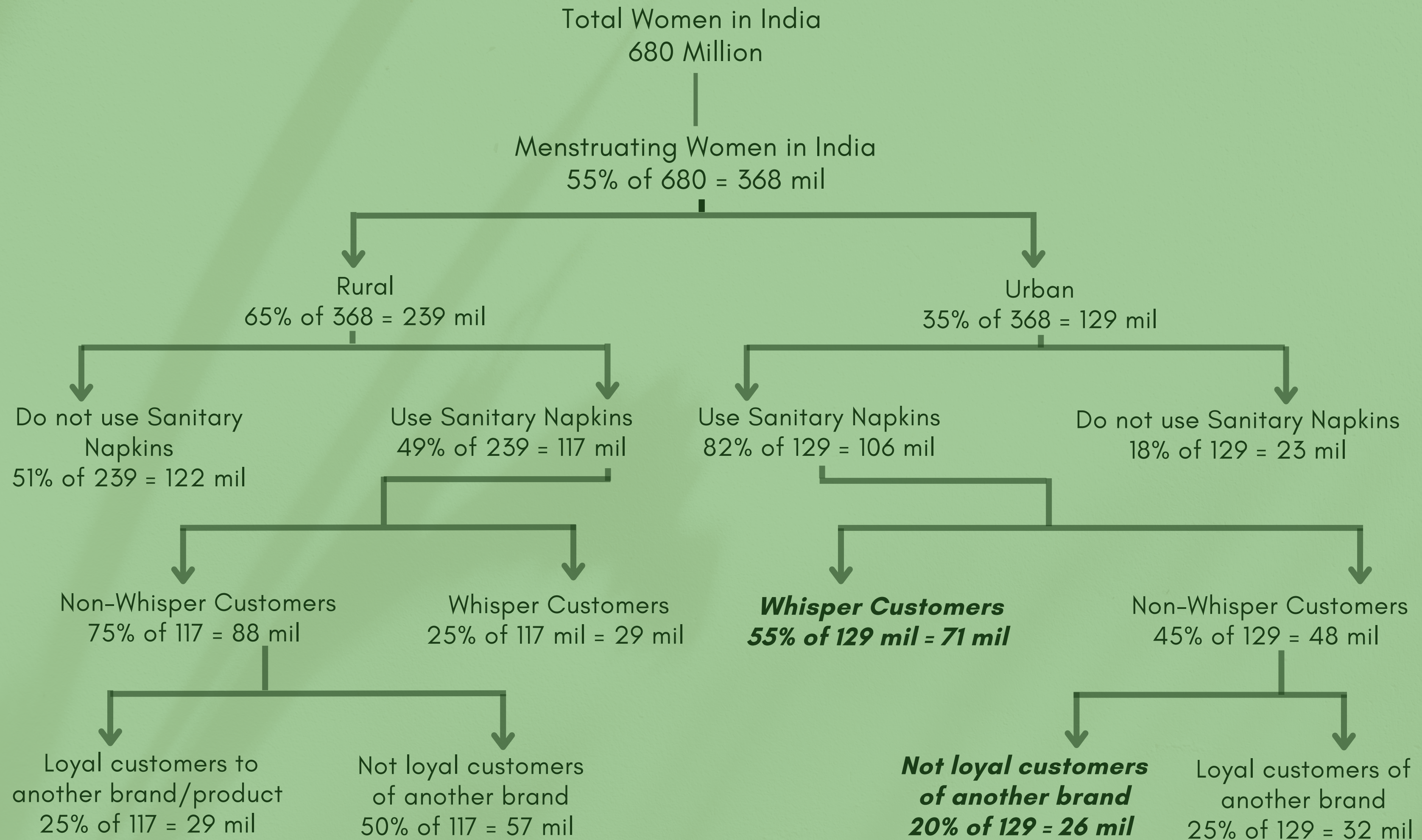
Indian Economy and Middle Class

Trading Up: The Middle-class tends to trade up to “New Luxury” products, particularly in the affordable segment.

Brand Positioning of Whisper: Quality leader that develops its products with a focus on technology and innovation.

Maximum Retail Price (MRP)	INR 80
Price for Retailers (PFR)	INR 66.67
Price for Stockists / Wholesalers (PFS/W)	INR 60.61
Price for E-commerce platforms	INR 60.61

Market Estimation



TAM, SAM & SOM

TAM: Total number of menstruating women in India i.e. approximately *360 million menstruating women in India.*

SAM

Subsets of the TAM that are **aware** and **willing** to pay for a premium comfort patch product. Awareness and ability to afford such a product is more possible in urban areas. With rising incomes, and increasing female participation in the workforce, the SAM is estimated to be women from middle-class or above households in urban India.

57% of 106 mil = 60.42 mil women.

SOM

Urban Whisper consumers and urban women who are not loyal to a particular brand are the obtainable market. However, since this product caters to the **wants of women and is not necessary for feminine hygiene**. Therefore, only women coming from upper middle-class or higher class households would be able to afford it.

24% of (71 mil + 26 mil) = 23.28 mil.

Sources: [Income Distribution in India](#)



Market Size

Market Size: The market size is basically the SOM since we are launching PAN-India.

SOM = 23.28 mil.

The market size will keep increasing over the years because of:

1. Success of the product will lead to recurring purchases and increasing customers.
2. Our target market will also increase because of an increase in the scope of the segmentation variables.



5 Year Plan

Year 1

- Launch the product in Pan-India to maximise awareness and market share by using P&G's extensive distribution network in India.
- Launch the product with 2 pack sizes: 3 patches and 5 patches.
- The unit price of a patch is INR 80 and the 2 pack sizes would have a price point of INR 240 and INR 400 respectively.

Year 2

- After building awareness of the product, launch two new variations of the Comfort Patch product: low and high intensity
- Catering to the different requirements of different customers.

Year 3

- Growth is driven by:
 1. Increasing number of middle-class and affluent households
 2. High product awareness and a loyal customer base.
 3. High penetration in key cities.
- Valuable data and feedback for product improvement and potential price adjustments.

5 Year Plan

Year 4

- Competitors will increase but Whisper will be a well positioned premium brand with a diverse product portfolio in this market.
- Growth rate will decelerate as competitors increase and acquiring new customers in the existing markets will get challenging.
- Growth will be mainly driven by the same customer base through multiple purchases in a year.

Year 5

- Continuously keeping track of populations defined by the segmentation variables to find opportunities to launch new products or enter new markets.
- Demand from rural areas will start increasing because of greater awareness of sanitary products and Whisper's brand name along with rising incomes of households.

Optimistic Financial Projections

	Year 1	Year 2	Year 3	Year 4	Year 5
Market Size	23.28	25.61	28.17	30.99	34.08
Number of Whisper customers who will buy	1.92	2.82	3.87	5.11	6.56
Number of Non-Whisper customers who will buy	0.73	1.15	1.90	2.51	3.07
Total Number of Customers buying the product	2.65	3.97	5.77	7.62	9.63
Average SKU generates	210	210	210	210	210
Volume of SKUs to Wholesalers in a year	10.62	16.87	25.99	36.21	48.14
Total Revenue Generated	2229.29	3542.55	5457.00	7603.42	10110.24
Whisper Sanitary Pads Revenue	27795.00	30296.55	33023.24	35004.63	38505.10
Revenue Generated by Comfort Heat Patch: Revenue Generated by Sanitary Pads	8.02%	11.69%	16.52%	21.72%	26.26%

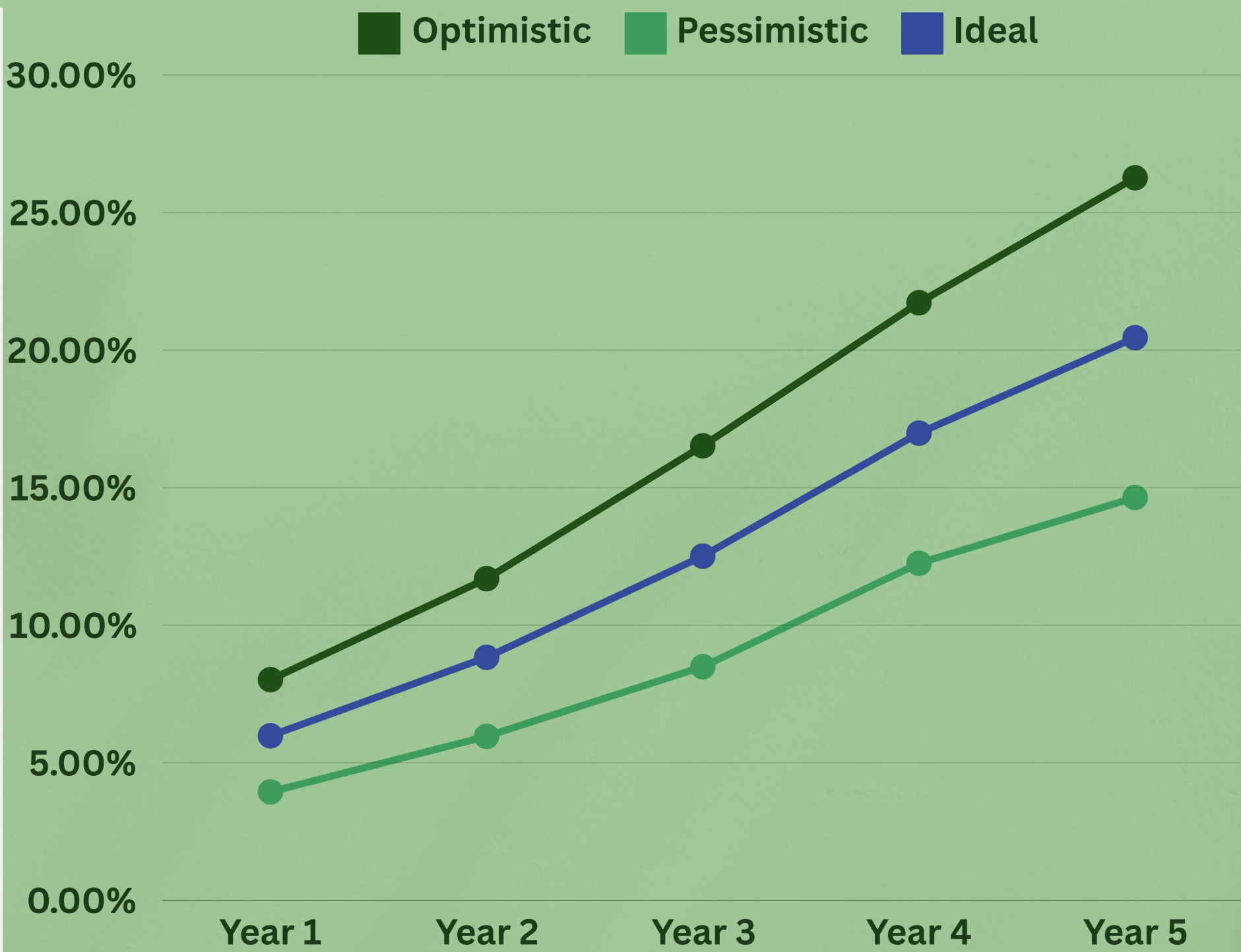
Pessimistic Financial Projections

	Year 1	Year 2	Year 3	Year 4	Year 5
Market Size	23.28	25.61	28.17	30.99	34.08
Number of Whisper customers who will buy	1.28	1.83	2.32	3.41	4.12
Number of Non-Whisper customers who will buy	0.21	0.46	1.01	1.39	1.84
Total Number of Customers buying the product	1.49	2.29	3.34	4.80	5.96
Average SKU generates	210	210	210	210	210
Volume of SKUs to Wholesalers in a year	5.21	8.59	13.35	20.41	26.84
Total Revenue Generated	1095.09	1804.88	2803.92	4286.48	5636.68
Whisper Sanitary Pads Revenue	27795.00	30296.55	33023.24	35004.63	38505.10
Revenue Generated by Comfort Heat Patch: Revenue Generated by Sanitary Pads	3.94%	5.96%	8.49%	12.25%	14.64%

Revenue Generated by the Comfort Patch Product over 5 Years



Revenues of Comfort Patch in relation to Sanitary Pads



Assumptions

INSIGHTS

The following stay constant:

- YOY growth in the market size.
- The percentage of Whisper and non-Whisper customers that will buy the product
- Average purchase made by the customers
- YOY growth of Whisper's Sanitary pad market.



Place



Plans for Monetization



Targeting Existing
Whisper Customers



Cross-selling &
Bundling



Recurring Purchases



Wide-spread
availability

Distribution Channel



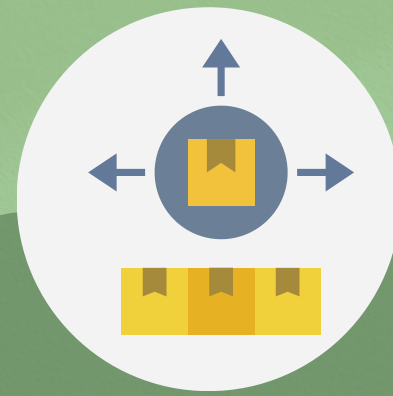
Availability &
Consumer
Convenience



Brand
Visibility



Different
purchasing
habits



Leveraging
existing
capacity



Getting trials:
Bundling &
Cross-selling

Distribution Channel



Promotion



Communication Plan

“Cramp-Free Confidence with the Whisper Comfort Patch– Unleash the Power Within!”

“Lasting Comfort & Breathable Freedom – Seize the day with the Whisper Comfort Patch”

Key messaging surrounding the product will be aligned with the Whisper brand, highlighting the value of the product and designed to resonate with the target consumer segment

Leveraging online and offline communication to achieve widespread awareness of the launch, generate interest, and increase engagement to INCREASE TRIALS

Embodying Whisper’s tagline “Have a happy period”, the communication with this launch aims to introduce another element to a “happy period” and empowerment



Online

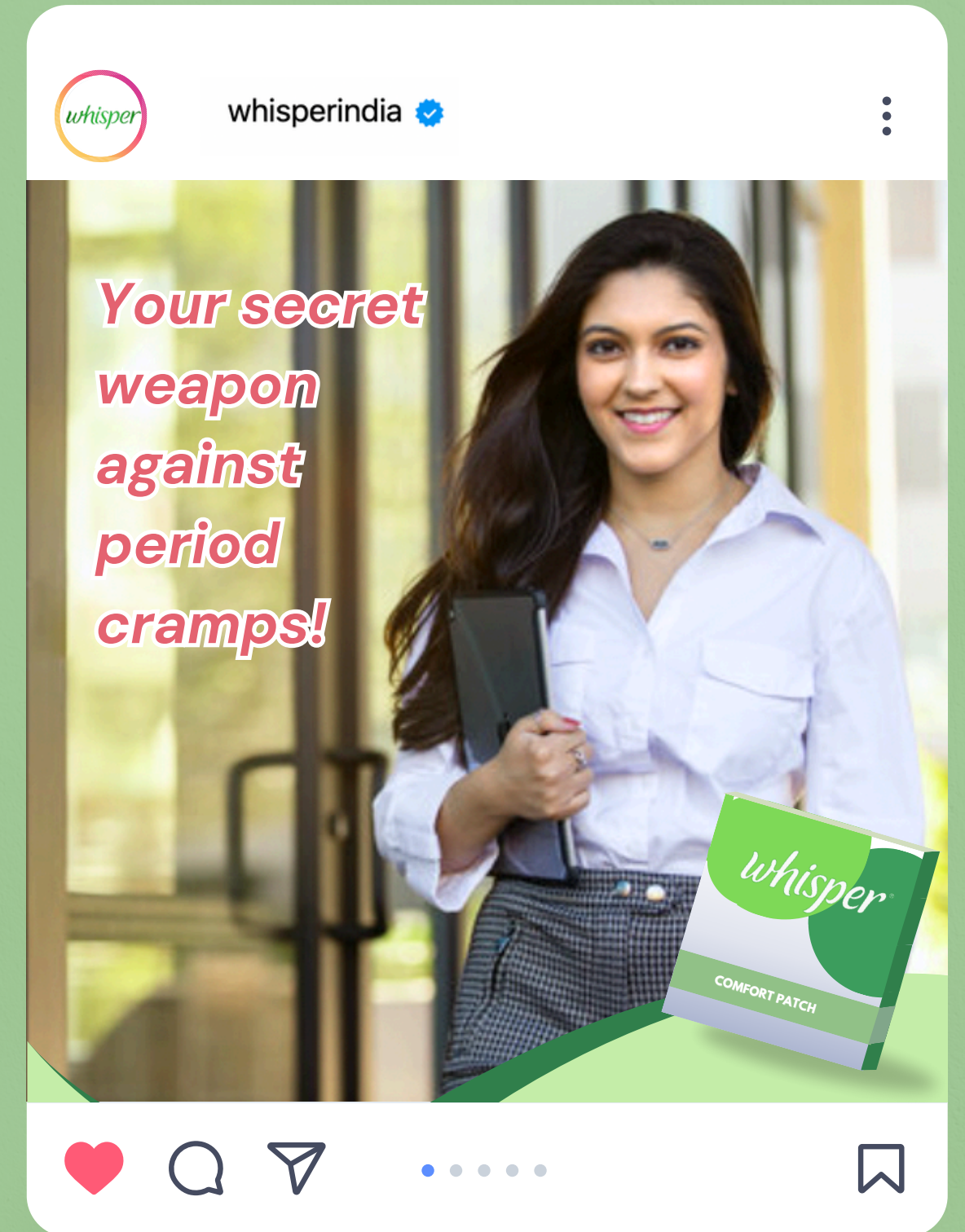
- Targeted ads and search engine optimisation
- Social media marketing across platforms (engaging, informative, and relatable content)
- #WhisperSuccessStories to build trust and engagement and push user generated content
- Collaborations with small - medium influencers in diverse fields to increase reach within the target audience
- Television and Youtube advertisements - few different ads catered to fit different consumer profiles

Offline

- Billboards (also in regional languages)
- In-store displays & promotions
- Bundled offers to encourage trials
- Traditional advertising through print



Social Media



Launch Campaign

"Silencing Cramps, Empowering You"

- Social media campaign to promote the product launch and increase consumer engagement, generate testimonials, and increase visibility through partnerships with successful women in various fields
- By using the hashtag, **#EndlessFreedom**, Whisper can collaborate with women in various fields on social media posts to promote the message of not letting period discomfort hinder you

