



The British Dispensary

Founded in Thailand in 1892, The British Dispensary was the first drugs and cosmetics manufacturer in the country to receive ISO9001 and ISO14001 certifications simultaneously. As creators of the successful St. Luke's (also known as Snake Brand) talcum powder for babies in 1951, the company later expanded the range to personal care products and medicines.

discover

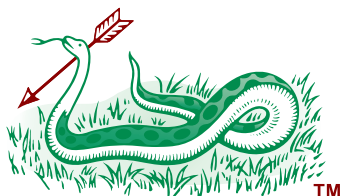
The issue – clarity. With growing competition from international brands and the gradual decline in demand from younger consumers, St Luke's/Snake Brand needed an urgent review to redefine, update and differentiate the product ranges between the two brands where the iconic Snake symbol had come to represent both brands for consumers in the Thai and South-East Asian markets.

develop

Our solution – methodology. Research was carried out on best practices of personal care brand portfolio management of iconic international and Asian brands, and the Thai consumers' perceptions of the St Luke's/Snake Brand. We identified differential positioning opportunities, clear scope for credible product extensions as well as key associations of the St. Luke's and Snake Brand names and visual language.

deliver

Sustainable impact – So strong are these associations that two separate propositions were created – one for Snake Brand and three new sub-ranges, and one for St. Luke's focusing on infant and baby care products. For the new portfolio, we developed a strategic solution for both brands that also built equity in the long-standing The British Dispensary corporate brand.



**SNAKE
BRAND**

st.luke's