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The Fairy name first appeared in 1898 on a pale yellow bar of soap. Today the brand represents a range of products renowned for their cleaning ability and caring nature. Over 13 million UK households buy 150 million bottles of Fairy each year, 57% of the total market (Source: ACNielsen 2005), making it the nation's favourite washing up brand. In 2005 turnover topped £100 million.



Offerings and Values

The Fairy brand has stood for 'sparkling performance' for over 100 years, with principles built upon cleaning and its caring nature. Fairy's dishwashing brand, an iconic household emblem for nearly 50 years, has maintained market leadership through its performance; lasting up to 50% longer than any other brand (Source: Laboratory Testing).

Brand communication is simple, highlighting performance through mileage or cleaning messages. The customer comes first, with Fairy operating a free-phone advice line and money back guarantee. Furthermore, Fairy does not produce products for other brands.

Over the years, the 'mild green Fairy liquid' slogan, made famous by Nanette Newman, has given way to a more dynamic brand position, featuring celebrity chef Ainsley Harriott. In addition, new products have been developed to combat stubborn, burnt on stains or for quick cleaning.

Fairy supports a number of charities and in 2005 became the UK's biggest fundraiser for 'Make-A-Wish', which grants children with life-threatening illnesses special wishes. Its corporate social responsibility policy means it donates products for use during natural disasters; it is recognised by wildlife experts as the best product for cleaning birds following oil spills.

Innovations and Promotions

During the 1950s, most people used powders and crystals to wash dishes. After conducting vigorous tests, Fairy launched a dish washing product, Fairy Liquid. By the end of its first year six out of 10 people in the UK had bought it. The first Fairy Liquid TV advertising campaign soon followed leading to a host of celebrity endorsements, including actresses Leslie Ash and Nanette Newman and, more recently, chefs Ainsley Harriott, Anthony Worrell Thomson and Gary Rhodes.



To fit in with modern kitchens and times, Fairy changed its signature white bottle to an ergonomically designed transparent bottle which is easier to control and contains concentrated washing up liquid.

2003 saw the launch of Fairy Powerspray, a leave on cleaner that removes tough, burnt on food. Fairy Active Foam was launched in 2005, an everyday washing up foam in a pump bottle with grease-cutting performance enhancers. Fairy Liquid, meanwhile, remained powerful enough to tackle grease yet mild enough to be certified by the British Skin Foundation.

In 2006 Fairy introduced two new products to the Dishwasher cleaning range: Fairy Active Bursts and Fairy Powder Bursts. Fairy Active Bursts was the first all-in-one detergent plus liquid product, requiring no unwrapping prior to use.

As part of the Fairy Active Bursts launch promotion Fairy poked fun at its traditional 'Hands That Do Dishes' campaign, replacing

it with the slogan 'For Hands that Don't Do Dishes' and glamorous celebrity endorsers such as model Jodie Kidd, and home design expert and TV presenter Naomie Cleaver. It also featured photography by Helena Christensen.

Market Context

The dish cleaning market is divided into sink and dishwasher sectors, with Fairy leading sink and Finish dishwasher.

The sink washing sector is a mature market with over 300 million bottles sold annually. Its value has increased in the last year by 7% with volume increasing by 2%, driven by trends for specialist products such as Anti-Bacterial liquids and Fairy Powerspray. These trends have offset a previous decline in the market, fuelled by the increase of dishwasher penetration. Fairy defines the UK's washing-up detergents market with a 57% share, over six times more than competitors Persil and Morning Fresh.

Dishwasher tablet sales are led by Finish. Fairy joined the market in 2006 and is now

Things you didn't know

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

Since the 1960s the UK has bought over 4.8 billion bottles of Fairy Liquid, enough to circle the earth 2,400 times.

579 bottles of Fairy are produced per minute – over 10 million gallons of Fairy Liquid a year.

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



the second largest brand. The market is split between detergent only and multi-benefit products. Recent introductions, such as the 'no need to unwrap' sector already make up over £35 million of the £200 million market (Source: ACNielsen May 2006).

Achievements and Future Prospects

Fairy has grown in recent years to become the UK's top selling brand across the household category (Source: ACNielsen April 2006). Following the launch of Fairy Active Burst and Fairy Powder Burst, it is the only national brand to offer a complete range of products in both sink and dishwasher categories.

Turnover has been driven in recent years by Fairy Powerspray and Fairy Active Foam launches, which added £9 million revenue, driving Fairy to top £100 million. This looks set to rise further following the growth in sales of Fairy Active Bursts.

In 2005 all Fairy products became certified by the Good Housekeeping Institute and accredited by the British Skin Foundation whilst new Fairy Active Foam was voted Product of The Year by UK shoppers (Source: TNS).

In early 2006 new Fairy dishwashing 'pods' took a 12% share of the dishwasher market. Meanwhile four new Fairy scents were launched for the sink; Lemon Twister, Apple Quake, Strawberry Flame and Passion Flower Storm. In the laundry stakes Fairy Non-Bio rivalled Persil Non-Bio for market leadership and Fairy Fabric Softener was launched.

1898

Fairy Soap launches through Thomas Hedley & Sons.

1930

Procter & Gamble acquire the brand and Fairy Baby trademark.

1987

Lemon scented Fairy Liquid is introduced alongside Fairy Original.

1989

Fairy non-bio laundry product launches, for sensitive skin.

1997

Fairy Liquid with anti-bacterial agents is introduced.

2003

Fairy Powerspray launches, for tough burnt on stains.

2005

Shoppers vote Fairy Active Foam Product of the Year (Source: TNS).

2006

Fairy Active Bursts launches and sales top £100 million.