The case story discusses the pre and post launch of Clograd by Hemas combining ‘the time tested goodness of clove oil and scientifically tested fluoride’. The company had clearly understood the repercussions if they launched the product with only one of them. They had to fight against the biggest FMCG player in the market who had enormous power in financial abilities, distribution and over the retail trade. But Hemas was aware of the weaknesses of their opponent and knew how to target their campaigns to reach the consumer. When Unilever took them to the courts and stopped Clogard for a few weeks and it was taken as an opportunity by Hemas to get free publicity on their brand. Eventually when they won the case, the PR activities conducted by them brought very positive results winning public opinion in their favor. The orchestrated attack on Signal using all possible ATL and BTL activities covering all stakeholders in the business including sales force, distributors, trade and consumers are discussed in this story.

The key point in the case story is identifying the opportunity precisely correct, coming out with the most appropriate strategy and executing that against all expected and unexpected obstacles. It does not matter how many players have tried the same idea in the past and failed. Important point is to understand what you can learn from other’s mistakes as well as other’s successes. In this case, while Hemas found many failures in Sri Lanka they found one success in India from which they could learn an important lesson. Another learning point for the readers is to understand how Hemas turned all their problems into opportunities very creatively. The hot flavor that was not liked by kids against usual mint flavor was projected as the effectiveness of good germ killing toothpaste. Not having the technology to create 3 strips on the toothpaste was converted to be modern against old fashioned toothpastes with red strips. This case story can be considered as a classic success of a new product development. The reader will understand the significance of following a theory with utmost care to the details and how to maneuver at each point when faced with a problem. Some say that this is the David and Goliath case history that was the toast of marketing fraternity in Sri Lanka.