

Report On
Reckitt Benckiser (Bangladesh) PLC's Lizol Ramadan Campaign: A
Gender-Inclusive Approach

By
Shanila Ahmed Khan
ID: 20204002

An internship report submitted to BRAC Business School in partial fulfillment of the
requirements for the degree of Bachelor of Business Administration

BRAC Business School
BRAC University
May 2025

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Shanila Ahmed Khan
ID: 20204002

Supervisor's Full Name & Signature:

Takmilla Tabassum
Lecturer, BRAC Business School
BRAC University

Letter of Transmittal

Ms. Takmilla Tabassum

Lecturer

BRAC Business School

BRAC University

KHA 224, Progati Sarani, Merul Badda, Dhaka 1212

Subject: Submission of Internship Report on “Gender-Inclusive Targeting in Activation Campaigns: A Strategic Shift in Engagement in Reckitt Benckiser (Bangladesh) PLC’s Lizol Ramadan Mosque Activation”

Dear Madam,

I am very pleased to present my internship report “Gender-Inclusive Targeting in Activation Campaigns: A Study of Reckitt Benckiser (Bangladesh) PLC’s Lizol Ramadan Mosque Activation,” required for the BUS400 Internship course at BRAC Business School.

This report details what I learned in the internship at Reckitt Benckiser (Bangladesh) PLC, paying special attention to the company’s goal of becoming more gender-inclusive. I have tried my best to prepare a study that connects theories from academia with practices from industry.

I would like to trust that you find the report satisfactory. I appreciate all the support you provided throughout the semester.

Sincerely,

Shanila Ahmed Khan

ID: 20204002

BRAC Business School

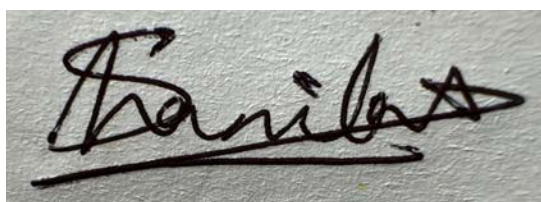
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Non-Disclosure Agreement

This agreement is made between Reckitt Benckiser (Bangladesh) PLC and the designated student, Shanila Ahmed Khan from BRAC University.

I, Shanila Ahmed Khan, agree to maintain full confidentiality regarding any information obtained from Reckitt Benckiser (Bangladesh) PLC during my internship and will not disclose any confidential information even after the conclusion of my tenure with the company.

Student's Full Name Signature:

A handwritten signature in dark ink, appearing to read 'Shanila', with a long horizontal line extending to the right.

Shanila Ahmed Khan

ID: 20204002

Workplace Supervisor's Full Name & Signature:

A handwritten signature in dark ink, appearing to be a stylized 'S' or 'B', with a long horizontal line extending to the left.

Md. Nurul Samnan

Brand Manager - Marketing Division

Reckitt Benckiser (Bangladesh) PLC

Acknowledgement

First, I want to share with you that I praise Almighty Allah for giving me the necessary strength, patience and opportunity to finish my internship and this report.

I am grateful to Ms. Takmilla Tabassum for their helpful guidance, valuable comments and constant encouragement. My observations influenced the quality of this study.

I would like to thank Mr. Md. Nurul Samnan, Brand Manager at Reckitt Benckiser (Bangladesh) PLC, for allowing me to participate in meaningful campaigns as an intern and for mentoring me during my time at the company.

Thanks to the Hygiene Marketing Team at Reckitt for helping me and sharing their insight on marketing practices. I appreciate the production teams, agencies and stakeholders I met during the entire Lizol Ramadan Mosque Activation Campaign.

In addition, I am thankful to my family and friends for always encouraging and supporting me during my studies.

Executive Summary

This internship report offers a straightforward overview of Reckitt Benckiser (Bangladesh) PLC's marketing and operational tactics, focusing on their 2025 Lizol Ramadan Mosque Activation Campaign called “Porichhonotai Pobitrota.” The main part of the report looks at a major change in the campaign’s approach—from mainly targeting men in the past to now including everyone.

The goal was to see how featuring women in religious and hygiene-related messaging affects how Bangladeshi consumers engage with the brand, feel emotionally connected, and trust it more. We also examined how the story is told, how women relate emotionally, and whether the campaign boosts brand loyalty and intentions to buy. We used a mix of research methods—starting with an online survey with 12 questions, shared with 35 people from different backgrounds. This helped us understand how aware people were of the campaign, what they thought about including women, how it made them feel, and if it influenced their behavior. We also looked at secondary sources, like news articles, campaign media, and Reckitt’s branding documents, to get a fuller picture.

Results showed that more than 74% of respondents noticed women being part of the 2025 campaign. Out of those, over 90% felt a strong emotional connection to the brand. This emotional bond is also linked to higher trust and a greater likelihood of buying again. The respectful way the campaign presented women in religious settings was praised for breaking stereotypes without disrespecting cultural norms. Overall, the data show that thoughtful, genuine comprehensive marketing can boost positive feelings toward a brand and promote long-term loyalty.

Based on these findings, it’s recommended that Reckitt Benckiser make gender-comprehensive storytelling a standard across all their platforms. They should also expand community hygiene programs beyond seasonal efforts. Also, adding inclusivity metrics to campaign evaluations and working more closely with religious and community leaders could help maintain momentum. Including a wide range of people improves company reputation and also makes business practices more effective, especially in places such as Bangladesh.

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List of Acronyms

RB – Reckitt Benckiser

ATL – Above the Line (Marketing)

BBA – Bachelor of Business Administration

BTL – Below the Line (Marketing)

D2C – Direct to Consumer

DSE – Dhaka Stock Exchange

DEI – Diversity, Equity, and Inclusion

ERP – Enterprise Resource Planning

ESG – Environmental, Social, and Governance

EVA – Economic Value Added

FMCG – Fast-Moving Consumer Goods

GMP – Good Manufacturing Practices

HOD – Head of Department

HR – Human Resources

IFRS – International Financial Reporting Standards

ISO – International Organization for Standardization

IT – Information Technology

KPI – Key Performance Indicator

LEAP – Leadership Excellence Acceleration Program

MRP – Materials Requirements Planning

MVA – Market Value Added

NGO – Non-Governmental Organization

OVC – Online Video Commercial

ROI – Return on Investment

SAP – Systems, Applications & Products in Data Processing (ERP Software)

SKU – Stock Keeping Unit

SOP – Standard Operating Procedure

SWOT – Strengths, Weaknesses, Opportunities, and Threats

TVC – Television Commercial

WCSA – Weighted Competitive Strength Assessment

Chapter 1

Overview of the Internship

1.1 Student Information

Name: Shanila Ahmed Khan

Student ID: 20204002

Program: Bachelor of Business Administration (BBA)

Major: Marketing

Minor: Human Resource Management

University: BRAC University

1.2 Internship Information

1.2.1 General Information of the Company:

Internship Period: February 2025 – May 2025

Company Name: Reckitt Benckiser (Bangladesh) PLC

Department: Marketing

Company Address: Reckitt Benckiser (Bangladesh) PLC, Commercial Complex, Gulshan Avenue, Dhaka, Bangladesh

1.2.2 Internship Company Supervisor's Information:

Name: Md. Nurul Samnan

Designation: Brand Manager

Company: Reckitt Benckiser (Bangladesh) PLC

Email: md.samnan@reckitt.com

Phone: +8801670263192

1.2.3 Job Scope:

While working as a Marketing Intern at Reckitt Benckiser (Bangladesh) PLC, I was part of the Hygiene Business Unit and collaborated with the marketing groups for Harpic, Lizol, Mortein, Trix and Mr. Brasso. I was tasked with overseeing things both at the strategy and operational levels. I was in charge of managing the company's communication with its digital partners and I would plan out schedules for content, outline campaigns and organize the timeline for executing promotions.

Part of my internship included handling the production of TVCs and OVCs for the hygiene brands in Reckitt. I participated in initial discussions, supervised filming at various locations, helped choose the actors and their outfits, managed the budget and coordinated with media partners for the show's broadcasting.

I went to various shops to observe consumers and study how brands are promoted in stores. They had to supervise the merchandising process, review the objective of each brand in the market and gather comments from both customers and sales reps.

I was mainly responsible for the Lizol Ramadan Mosque Activation Campaign which was an important highlight of my internship. I looked after all the steps involved in the campaign, starting with ideas, agency briefs and concluding with field execution. The campaign was remarkable since it was the first to tell a story about women in a religion that focuses on men's experiences. Part of my duties were to organize the agencies, pick the vendors, manage the budget, train the field staff and supervise activations being carried out in numerous mosques during Ramadan.

1.3 Internship Outcomes

1.3.1 Student's Contribution to the Company:

While I was an intern, I made meaningful improvements to the Marketing Division of Reckitt. I managed teamwork in a digital agency by ensuring our content stayed accurate and in line with the brand's tone on social media platforms. Participating in the production of TVC and OVC supported the brand teams to finish crucial tasks on time.

I transformed the Lizol Ramadan Mosque Activation Campaign by making it appealing to everyone and not only to men, as women are mostly responsible for their households' cleaning. For this to work, we had to plan carefully and design a communication plan which I implemented. Social engagement went up and more people visited the activation sites than in the past. Part of my presentation to the brand team included displaying the main metrics: reach, impressions and the increase in ROI.

The time I spent at markets helped to improve Lizol and other hygiene brands' merchandising and visual branding plans. Everything from the data was included in the reports and delivered to the category managers and brand leads.

1.3.2 Benefits to the Student:

This experience allowed me to get a clear understanding of what brand marketing is like in the day-to-day FMCG sector. I gained experience in planning campaigns, managing production, working with agencies and making key decisions. Working with Lizol on its Ramadan Activation at the Mosque allowed me to spearhead a large campaign and follow its effects from the early planning stages to implementation.

I was able to handle many different stakeholders, work together with agencies in times of stress and still complete tasks under time pressure. I learned to communicate and manage time efficiently and I became more confident while making presentations and campaign pitches to others. Besides, my view on gender-inclusive marketing expanded and I now see that it is valuable for a company's success and its role in society.

1.3.3 Difficulties Faced During the Internship Period:

While my internship was full of great experiences, I faced a number of challenges. Managing when each stage of production was completed was challenging, as any delays could hurt the successful implementation of the campaign. Some problems that we faced during coordination of TVC and OVC shoots were changing venues, issues with talent showing up or changes in the weather.

Furthermore, I had to respect and understand the culture at the mosques during the Lizol Ramadan Activation. Enabling women to share and work in a mostly male-dominated religious setting needed careful preparation and a polite approach. Initially, there was some hesitancy from mosque committees, so I organized meetings in advance, explained the brand message clearly and promised strong efforts for hygiene and giving back to the community.

1.3.4 Recommendations to the Company:

In my opinion, Reckitt Benckiser should invest even more in making sure their campaign plans give equal importance to both genders. Lizol did well by changing its Ramadan campaign, but there is still room to grow by giving women more visibility in such spaces. Including gender-sensitive training for field staff will improve the way they communicate which could improve our reputation at the communities we work with.

It would also be valuable for Reckitt to try using more agile services for managing different agencies. Using dashboards and tools that record progress can prevent stoppages and misunderstandings. Finally, to improve data-based decisions in upcoming campaigns, feedback from workers at field locations and interviews with consumers should be conducted.

Chapter 2

Organization Part



Figure: Reckitt logo

2.1 Introduction

Included in this chapter is detailed information about Reckitt Benckiser (Bangladesh) PLC, including its background, mission and vision, group structure, management style, marketing techniques, financial situation, IT systems and a review of its industry competition. The objective is to study the way Reckitt works and understand the context of where I worked for my internship. The lessons covered in this chapter are crucial for understanding why the Lizol Ramadan Mosque Activation campaign had such significance for the company.

2.2 Overview of the Company

Reckitt Benckiser (Bangladesh) PLC, a subsidiary of Reckitt Group PLC, operates in the health, hygiene, and nutrition sectors. The parent corporation, based in Slough, England, was established in 1999 when Reckitt & Colman joined with Benckiser NV. Reckitt now has a foothold in more than 60 countries and a revenue stream that runs to almost 200 different global markets. The company is best known for its reliable products—like Dettol, Harpic, Lizol, Mortein, and Veet—that occupy a place in nearly every home. (Reckitt, 2024a)

Reckitt has been an important and long-standing player in the public health sphere in Bangladesh. It has been a key part of Bangladesh promoting public health and private hygiene. Reckitt is incorporated in Bangladesh as a public limited company and is listed on the Dhaka Stock Exchange under the RECKITT BEN. The company plays a substantial role in the private hygiene and public health space in Bangladesh. (Reckitt, 2023)

In Bangladesh, the company has a range of products that fall into the hygiene category, and are associated with the household, that are numerous household names for its strong products in cleaning agents,

disinfectants, and products related to pests in the household or around the house. They have a plethora of brands that are household names, and they focus primarily on cleaning agents, disinfectants, and products that relate to control over pests in and around the home. At the top of the portfolio in that regard, you'd find Harpic and Lizol. They are very much the leaders when it comes to cleaning a toilet and disinfecting surfaces, respectively. If you look at the portfolio, there are other products that are below those brands. (Chowdhury & Karim, 2024)

Reckitt Bangladesh functions within a matrix reporting system, maintaining close ties with the South Asia hub. It observes a global Code of Business Conduct and complies with International Financial Reporting Standards (IFRS), ISO certifications, and national regulatory frameworks. Its operational model focuses on sustainable business practices, a tight innovation process that channels good ideas into practical products, and a strong sense of corporate responsibility. Reckitt Bangladesh is an embodiment of Reckitt's global mission "to protect, heal, and nurture in the relentless pursuit of a cleaner, healthier world" (Reckitt, 2024b).

Reckitt Bangladesh's team comprises international and locally qualified professionals, which gives them a unique diverse team to build a performance and inclusion-based working culture. They make investments into capability development and are also serious about digital transformation. They have an initiative called the 2025 Lizol Ramadan Mosque Activation campaign, which is aimed at presenting a gender inclusive form of marketing. This is all part of the company's efforts to stay relevant and seem like a more adaptable organization in a set of fast-moving consumer goods that have more socio-cultural dynamics than ever (Hasan & Islam, 2023).

2.2.1 Mission Statement:

To protect, heal and nurture in the relentless pursuit of a cleaner, healthier world (Reckitt, 2024).

2.2.2 Vision:

To make access to hygiene, wellness, and nourishment a right, not a privilege (Reckitt, 2024).

2.2.3 Core Values:

- Ownership: We own our decisions and actions.
- Integrity: We do the right thing, always.
- Achievement: We strive to outperform and deliver.
- Partnership: We collaborate with others to achieve more.
- Innovation: We create solutions for the future.

(Reckitt, 2024)

2.2.4 Divisions:

Reckitt's business in Bangladesh is structured into the following core divisions:

- Marketing Division
- Sales and Trade Marketing Division
- Finance Division
- Human Resources Division
- Supply Chain and Operations Division
- Regulatory Affairs and Legal Division
- Information Technology and Digital Transformation Division

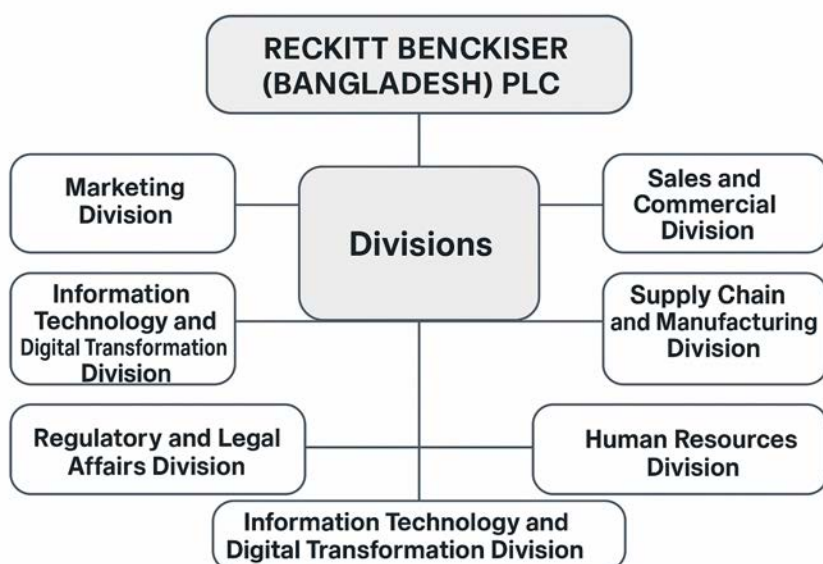


Figure: Divisions of Reckitt Benckiser (Bangladesh) PLC

2.2.5 Organogram:

Reckitt Benckiser employs a matrix-style structure in Bangladesh that helps develop local teams aligned with regional Reckitt leadership and guides the hub of Reckitt South Asia. This structure facilitates or promotes function excellence, teamwork across functions, and quite decentralized decision-making to execute global strategies (Reckitt, 2024a).

This structure allows Reckitt to stay agile, focused on strategy, and accountable, reflecting its global commitment to operational excellence and grooming future leaders.

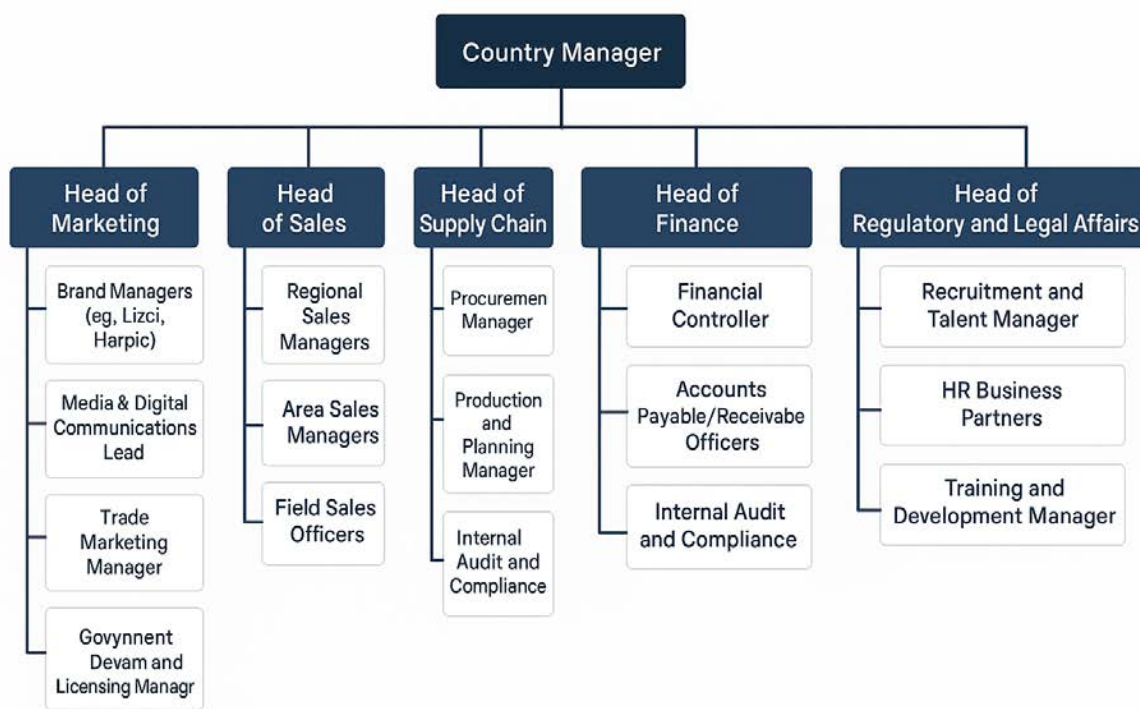


Figure: Organogram of Reckitt Benckiser (Bangladesh) PLC

2.2.6 Product Portfolio:

This article provides a quick summary of Reckitt Benckiser's health and hygiene products in Bangladesh. The company has a complete and multiple range of well-known and trusted brands which meet everyday needs like cleaning, disinfecting, looking after oneself, pest control, and wellness. Importantly, Reckitt personalizes and imparts local relevance to their products whilst upholding the global standards that ensure they remain competitive in Bangladesh's fast-moving consumer goods (FMCG) environment.

Hygiene is a key focus for Reckitt, and some highlights of their brands in Bangladesh are:

- Lizol is the number 1 disinfectant for surfaces in Bangladesh and it kills 99.9% of germs. Lizol is a household name in many homes, popular for its floral, citrus and pine scents. In 2025, Lizol had a Ramadan Mosque Activation campaign launched to highlight their pragmatic utility and cultural relevance.
- Harpic is Reckitt's leading toilet cleaner known for its powerful stain, germ, and limescale removal. Harpic comes in many forms, namely liquid, powder, and rim blocks. Harpic has many propositions from strong descaling, fresh scents, or eco-friendly options. Campaigns are important, such as "Toilet Ki Doctor". Harpic effectively spreads the message about sanitation and encourages people to develop better habits and behaviors.

- Mortein (MO) is Reckitt's pest control brand against mosquitoes, flies, and cockroaches and comes in different formats such as coils, aerosol, and vaporiser. Mortein not only kills pests but builds your family's health when they engage with content that now often partners with government programs to combat dengue and malaria.
- Trix is Reckitt's dishwashing liquid that meets consumers' expectations of being hard on grease and gentle on hands. Trix dishwashing liquid is available in sachets and bottles. Trix targets homemakers, focusing on safety and good cleaning power.
- Mr. Brasso: A trusted metal polish that cleans and shines brass, copper and other metal materials commonly found in the household. It is fairly niche, but a good product that is well-known; particularly among older and more traditional households that care for decorative or religious metal material.

Reckitt's health offerings in Bangladesh are selective but aligned with their global standards. Key products include:

- Dettol: A trusted brand for hygienic purposes that comes in antiseptic liquid, soap, handwash, and sanitizer. Dettol does dominate the hygiene and personal care marketplace in places like India and Pakistan but is respected in the marketplace in Bangladesh as a trusted brand, mainly for mothers and kids.
- Veet: A women's grooming product that comes in hair removal dominant forms, hair removal cream and wax strips. The brand has been careful to stay relevant by focusing on body confidence and personal care through digital marketing.
- Durex: A condom brand that promotes safe sex through its condoms, they are available in the marketplace of Bangladesh. They are a bit stigmatized in rural areas, but a well-known condom brand in cities, often endorsed and sponsored by NGOs.

Product Innovation and Local Touches:

Reckitt invests in creating products that suit local needs. They've introduced smaller packs like sachets and mini bottles for price-sensitive shoppers and added local fragrances to cleaners to make products more appealing. The company also works with local research groups and authorities to ensure safety and relevance. They're exploring eco-friendly packaging and refill systems, though these are still in trial stages. Overall, Reckitt combines global science with local flavor and affordability, focusing on delivering high-quality, culturally relevant products. Through strong branding and comprehensive marketing, they remain a leader in Bangladesh's essential FMCG market.



Figure: Products of Reckitt Benckiser (Bangladesh) PLC

2.3 Management Practices

2.3.1 Leadership Practices:

Reckitt Benckiser in Bangladesh takes a team-oriented and comprehensive approach to leadership, similar to democratic leadership styles. This means decisions are often made collectively, goals are set with input from team members, and open communication flows freely across all levels of the organization. Such a leadership style values everyone's involvement, shared responsibility, and regular feedback, which are core parts of how Reckitt operates (Gastil, 1994). Instead of a strict top-down control system, Reckitt encourages collaboration across departments and consensus when planning, especially in campaigns, brand development, and strategic initiatives like the gender-comprehensive Lizol Ramadan Mosque Activation. The Country Manager acts more as a guide than a boss, helping department leaders collaborate on operational and marketing projects that align with Reckitt Group's global goals (Reckitt, 2024a).

The Country Manager is the senior-most local executive who directly reports to the Area Director South Asia. The Country Manager's emphasis is in making sure the business strategy is appropriate to the market, and that departments are delivering results aligned with Reckitt's expectations and values in marketing, sales, finance, HR, and the supply chain. The country level leaders from different functions come together in business planning sessions and weekly reviews to develop a clear unified way of working together and having complete transparency communicating performance against Reckitt's goals.

A key principle at Reckitt Bangladesh is "Ownership at Every Level." This means mid-level and junior managers are trusted to make decisions based on data and lead major projects. For instance, in the 2025 Lizol Ramadan Mosque Activation campaign, brand managers and interns had full responsibility—from planning and execution to vendor management. This approach made the campaign more responsive and helped identify future leaders within the company (Chowdhury & Karim, 2024).

Reckitt also promotes comprehensive leadership by making sure different voices, especially women and early-career professionals, are part of strategic decisions. The "Freedom to Succeed" value encourages innovation and critical thinking at all levels, regardless of hierarchy. More women now hold mid- and senior-level roles in marketing, HR, and commercial operations. Their participation in field teams during religious campaigns—once seen as sensitive—shows the leadership's commitment to challenging norms while respecting social customs (Hasan & Islam, 2023).

The company integrates global leadership programs into local development efforts. Employees often get nominated for international modules focusing on Emotional Intelligence, Strategic Execution, and People Management. Managers participate in Reckitt's LEAP program, designed to develop high-potential leaders for future regional or global roles (Reckitt, 2024b).

Leadership at Reckitt Bangladesh is also about listening. Town halls, employee surveys, and 360-degree feedback are engagement tools that help leaders feel connected to employees. During crises - like

COVID-19 pandemic and product recalls - leaders' bold, decisive action showed leadership, resilience, and responsibility—safety first, building and sustaining trust.

2.3.2 HR Planning Process:

At Reckitt Benckiser (Bangladesh) PLC, talent planning is linked to the company's worldwide approach which helps hire, develop and hold on to key contributors. Because it operates in a competitive Fast-Moving Consumer Goods (FMCG) industry, Reckitt values building a team that is prepared for the future and shares its key values of ownership, partnership and achievement (Reckitt, 2024).

- **Recruitment and Selection Process:**

At Reckitt Benckiser, people are hired based on their skills and abilities and the process is extremely competitive. Typically, people looking for jobs apply through the internet, university events, recommendations from within the company or through recruitment agencies. Inside the company, top-performing interns may be evaluated for a job by being interviewed and reviewed by their supervisors. Selecting a candidate takes several steps such as aptitude analyses, personal interviews and examining cases. They allow employers to find people who meet the requirements and fit into the company's workplace culture.

- **Compensation System:**

The salary at Reckitt Benckiser depends on performance, is in line with the market and consists of a base salary, bonuses and incentives for those eligible for them. Both interns and management trainees can get stipends and health coverage and are allowed to learn on the job, but permanent workers are rewarded with bonuses, retirement allowances and insurance. Each year, Reckitt measures its pay and rewards against industry standards to remain competitive and satisfy its employees (Reckitt, 2024a).

- **Training and Development:**

Reckitt pays great attention to training and development within HR. While the interns were with us, they participated in formal training and onboarding sessions to learn about what the company stands for, its safety rules, brands and marketing procedures. Learning Weeks and workshops were developed at both the local and regional stages. They included lessons about the latest trends in digital marketing, understanding consumer behavior and how to create gender-friendly branding. The company likes to give interns hands-on assignments that involve them working together with brand managers and partners in the industry (Reckitt, 2024b).

- **Performance Appraisal:**

Performance at Reckitt is assessed by looking at key performance indicators and measuring competencies. Reckitt takes into account whether employees such as interns and junior staff, accomplish their goals, team up, show creativity and support the company's core values. Annually and halfway through the year, employees and their managers use a formal system to review performance. Feedback provided is useful for the future and is often linked to development plans and being eligible for promotion (Reckitt, 2024).

Reckitt Benckiser (Bangladesh) PLC maintains its agility, inclusivity and support for both global and local requirements by using integrated HR planning. This company leads because of its efforts to develop leaders, provide equal rewards and strengthen employees' abilities.

2.4 Marketing Practices

2.4.1 Marketing Strategy:

Reckitt Benckiser (Bangladesh) PLC markets its products based on understanding consumers and three key factors: performance, cleanliness, education and public health. Lizol, Harpic, Mortein and Trix are all part of the Unilever hygiene portfolio, each providing consumers with safety, cleanliness and ease of use. The company takes advantage of both Above The Line (ATL) and Below The Line (BTL) communication to reach and influence as many customers as possible. Television ads and online ads are examples of ATL channels, while BTL includes things like the Lizol Ramadan Mosque Activation. Data gathered from the market, human behavior and different cultures helps Reckitt shape its campaigns to match their purpose and local consumers' feelings (Reckitt, 2024).

- **Content Marketing:**



For Reckitt, especially its brands related to hygiene, information-rich content plays a vital role in their brand communication. Reckitt's hygiene department creates content that includes instructions for using its products, benefits of cleanliness at home and how hygiene influences the health of families. For this reason, Lizol frequently includes stories about getting ready for the holiday and keeping things clean in their Ramadan-related campaigns. The content is available on YouTube, Facebook and brand websites, provided as short videos, infographics and stories. Advertisers aim to inform and relate to their customers through stories that make sense for them (Reckitt, 2024a).

- **Social Media Marketing:**



Facebook, Instagram, and YouTube are the main social media outlets used by Reckitt Benckiser (Pakistan) PLC to reach modern consumers. Many online activities like campaign teasers and product demonstrations are available from Lizol and Harpic, brands that are part of the hygiene industry. Social listening tools are used to observe what consumers are saying, examine how campaigns are progressing and learn about the hottest topics concerning sanitation and health. During the 2025 Lizol Ramadan Mosque Activation Campaign, both online and offline activities were used to ensure that the brand was firmly in people's memories. It successfully merged reaching communities through activities with reaching people using social media (Reckitt, 2024b).

- **Influencer Marketing:**



When a campaign partners with an influencer, it helps influence how the public thinks and gives the campaign greater credibility. Local healthcare professionals, lifestyle influencers and famous personalities are involved in the promotion of Reckitt Benckiser's hygiene lines. Many of these figures present the products being used and remind people of good hygiene habits in a manner others can relate to. In Bangladesh, Lizol leaned on social advocates and female home leaders to communicate with and influence their main customers, homemakers. In the 2025 Ramadan campaign, collaborations of this type worked very well as female micro-influencers desired and discussed the importance of hygiene and prayers with their families and followers (Hasan & Islam, 2023).

- **Affiliate Marketing:**

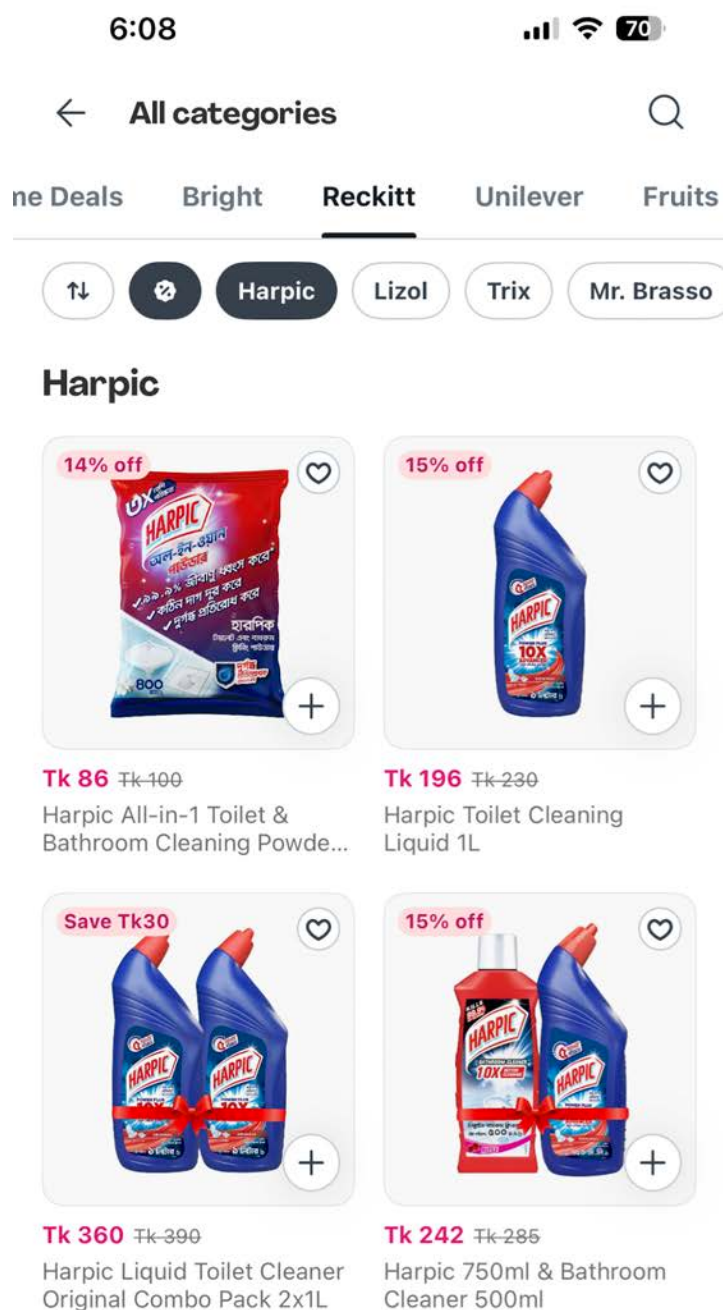


Figure: Reckitt page on Pandamart

Reckitt Benckiser (Bangladesh) PLC collaborates with online retailers, large stores and various service providers. When Daraz, Chaldal and Shajgoj have promotions, Lizol and Harpic products have regular discounts and are bundled with products that are used in the household. Other types of partnerships involve displays at the end of aisles, promotional signage on shelves and coupons accessible through QR codes at Meena Bazar and Agora. As a result, people tend to try your products and enjoy a seamless

shopping experience online or offline. Reckitt combines their messaging across different channels and makes it consistent with the main story (Reckitt, 2024c).

- **Advertising:**



The Reckitt brand is built through advertising which mainly appears on TV and online. Every hygiene brand has its own set tagline, choice of colors and visual identity, appearing equally in every form of media. Since it is important for businesses, they release TVCs during events like Ramadan, Eid and when school resumes. In the 2025 Lizol campaign, a mother cleaned the mosque with Lizol before praying, combining the themes of sanitation and prayer. When celebrities tell stories in a culturally relevant manner, customers remember the brand and feel more connected to it (Chowdhury & Karim, 2024).

- **AI Marketing:**



The company is implementing AI in marketing to make its personalization more efficient and track its results. AI solutions are employed to understand what influences consumers, forecast sales of goods and organize visitors using their online actions. Reckitt uses programmatic advertising with AI to offer the right messages to the correct viewers at the ideal times. With an AI dashboard, brands review the results for different ads by looking at clicks, video length people watched and conversions tied to each asset. With most people using mobile internet in Bangladesh, delivering content using AI has made access to education easier and less costly (Ahmed & Sultana, 2023).

2.4.2 Target Customers, Targeting and Positioning Strategy:

- **Target Customer:**

To ensure its marketing campaigns work, the company studies consumers' behavior and needs in great detail, focusing on its hygiene portfolio in Bangladesh. Targeting urban middle-income families, Lizol is a top-quality surface disinfectant available among the company's products. Lizol's main buyers in Bangladesh are women aged 25 to 45, who take care of household cleaning and related decisions. Secondary segments are users of domestic help and families with young members who pay attention to their health. As a result, there is greater emphasis on proper hygiene for this group because of the COVID-19 pandemic, the rise of online media and the wish for homes to appear clean and holy, mainly during Ramadan. (Reckitt, 2024)

- **Targeting and Positioning Strategy:**

When it comes to marketing, Reckitt designs its approach for hygiene brands with an emphasis on reaching specific groups of people. Of all, Lizol relies on the message of emotional safety, security for families and respect for religion. In the beginning, Reckitt's activation with mosques targeted only men, including imams, mosque committee leaders and male members. Because of this difference, the company chose to target audiences using gender-inclusive methods in 2025. This campaign placed women front and center in its ads and marketing events, bringing the advertising and the message closer together and helping make it more significant to people. By targeting women in their ads, they demonstrate a smart strategy that turns women into their key customers since a large portion of family decisions on hygiene products are influenced by women. (Sharma & Mathur, 2019)

Lizol positions itself in the market based on its strong features and guaranteeing peace of mind. In terms of its function, the brand aims to be a known disinfectant that has been proven in studies to eliminate almost all germs. Stories about being a good mother, doing your part in the community and practicing religion are things that suggestively appeal to Bangladeshi family values. The way the brand positioned itself is clearly visible in the 2025 Lizol Ramadan Mosque Activation campaign. In the TVC and OVC, a mother was shown cleaning the mosque which showed both cleanliness and dedication to God. It highlights Lizol establishing a partnership in improving both safety and care around the home and the family. When product function matches cultural beliefs and inclusive storytelling is used, people remember the brand and feel connected to it. (Chowdhury & Karim, 2024)

Therefore, Reckitt has designed Lizol's targeting and positioning in a way that suggests a good grasp of what influences consumers. With marketing growing in importance in emerging markets, Reckitt shows how an approach to brand positioning can move forward with the times and benefit the company financially.

2.4.3 Marketing Channels:

Serving its customers well is possible for Reckitt Benckiser (Bangladesh) PLC by marketing its products through a range of channels. It employs various platforms, including traditional and digital, to increase its brand's visibility, successful ad performance and interaction with customers. The company aligns its hygiene brands, for example Lizol, Harpic, Mortein and Trix, with a strategy that fits how consumers act, where they see ads and what its objectives are.

Television plays a major role as an Above The Line (ATL) resource for building brands in mass markets. During Ramadan, Eid and national holidays, Reckitt's messages have the highest impact because emotions are high at these times. With a TV commercial led by actresses that aired during Ramadan shows, the Lizol Ramadan Mosque Activation Campaign was able to form a close connection with families across Bangladesh (Chowdhury & Karim, 2024).

Reckitt uses digital tools in addition to traditional media to reach its customers. The two most common social networks for OVCs, influencers and explaining products are Facebook and YouTube. The digital marketing team collaborates with agencies to prepare content agendas for various campaigns, use different approaches based on a campaign's target audience and increase digital reach with paid advertising. As an example, Lizol's 2025 commercials on Facebook showed videos and ads featuring mosque events and the importance of hygiene. Social media was a tool used to create discussions about cleanliness in the community and the duties of Muslim women in getting ready for prayers (Reckitt, 2024a).

BTL channels make it possible to work with consumers in everyday settings. The ways include activating mosques, holding community meetings, educating schools and placing such products in stores. They use teams in the field to demonstrate to customers how their products work and hand out free samples at busy places such as shops and religious venues. In the 2025 campaign, kits for proper hygiene and teaching sheets were shared at mosque locations, interacting directly with those involved and their supporters (Hasan & Islam, 2023).

Reckitt works closely with retailers to ensure its products are easier to find for customers. Some products are sold at supermarkets, some at neighborhood shops and others through online stores. Brand presence is supported by having POS displays, shelf talkers and using end-cap promotions to encourage customers to buy things they weren't planning to buy. Taking advantage of QR codes on product packaging and advertising, customers can easily access relevant information and marketing videos without needing to go online (Reckitt, 2024b).

All in all, Reckitt is able to keep its brand front-of-mind for customers even after purchase. With a mix of emotional advertising, education through digital materials and hands-on events, Reckitt Benckiser (Bangladesh) PLC maintains a strong and remarkable bond with its customers.

- **Competitive Practices:**

In the hygiene category, Reckitt Benckiser (Bangladesh) PLC faces competition since its products which include disinfectants, toilet cleaners, insect repellents and dishwashing liquids, are part of the Fast-Moving Consumer Goods (FMCG) market. The company keeps its advantage by implementing a strategy that relies on being a brand leader, fostering innovation, understanding customers and excelling in retail.

Reckitt stands out in the industry by placing importance on brand equity. Many people choose Harpic and Lizol because they trust these brands and are always reminded of them through advertising. Frequent TV ads and emotional approach to tale-telling have helped Reckitt impress its brand on people's minds. Brand presence is also increased through Below The Line (BTL) activities that focus on cleanliness in mosques and schools. (Chowdhury & Karim, 2024)

Many companies also innovate with their formulas and how they package their products. Reckitt always works to provide stronger germ-kill, more scents to choose from and practical formats such as trigger sprays and refill packs. As a result, Lizol offered a disinfectant made from natural pine oil to help meet the growing desire from consumers to use both eco-friendly and strong cleaners. These improvements capture what customers require and also give this brand an edge in the local market, where the main competitors are focused only on lower prices. (Reckitt, 2024)

AI is used by Reckitt to examine data on consumers and monitor how their campaigns perform on various platforms. As a result, the brand team can optimize its advertising, better group users and foresee what might be popular in the future. As a result, Reckitt has become a leader in the market, surpassing Unilever (Domex), Square Toiletries (Sephil) and local brands Jet and CleanMaster which have fewer digital resources to work with. (Ahmed & Sultana, 2023)

The company improves its competition by employing the strategy of influencer marketing. During occasions such as Ramadan, the company gains relevance by working with recognized health and cooking experts. For example, the Lizol Ramadan Mosque Activation Campaign in 2025 emphasized women's voices in its messaging and held events centered around people from all communities (Hasan & Islam, 2023).

To ensure their products are everywhere for customers, Reckitt relies on close relationships with retailers and uses trade marketing. End-caps, visibility drivers and special deals with cool brands at agencies like Agora, Meena Bazar or on websites such as Chaldal and Daraz help products reach more people more easily. They are tied in with the country's promotional schedule both locally and regionally which helps reach more customers.

Lastly, providing quality products and staying in compliance with laws and regulations is a main part of Reckitt Benckiser's worldwide management system. It serves to protect buyers by stopping any competition that cannot maintain the high standards set.

2.4.4 Branding Activities

- **Branding Elements:**

The company uses the strength of its brands in hygiene products to ensure each represents a unique style backed by trust, high quality and attachment. The branding of Lizol, Harpic, Mortein and Trix is strategized so that their presence in memory and appearance are always memorable and alike regardless of how we see them. As a rule, Lizol's blue and white logo is made more distinctive with green and purple highlights when needed for each product. The choice of white represents cleanliness, safety and purity which are values valued by most Bangladeshi women at home. This tagline, "Poricchonnotay Pobitrota," tells us that Lizol is about daily cleanliness and a sense of spiritual and physical well-being. (Reckitt, 2024)

When it comes to Reckitt's hygiene unit, the product names are simple, straightforward and descriptive. For example, the name "Harpic", implies to consumers power and efficiency and stresses that what is in their product is a powerful toilet cleaner, while the name "Mortein" assumes the control of a pest. Asian companies pick these names to ensure they are easier to understand and remember for people from different countries. The presence of bold branding, hazard protection symbols, percentages for killing germs and detailed directions on how to use the package all work to distinguish a brand and help ensure its products are trusted by consumers. (Chowdhury & Karim, 2024)

- **Mass Media Campaigns:**

They use a wide variety of mass media advertising based on the stage of their goods, the relevant seasons and cultural events. Most election campaigns are aired on national TV, promoted through social media and shared on radio and also reached through advertisements in cinemas and on buses/trains. Among the many campaigns, 2025 Lizol Ramadan Mosque Activation Campaign included a story that welcomed both male and female roles. The ad showed a woman polishing a mosque floor with Lizol and wrapped the message in the context of Taraweeh nightly prayers. The advertisement went out near the time of iftar and the company also shared it on Facebook and YouTube, leading to over three million views in the first ten days. (Reckitt, 2024)

Harpic's "Toilet Ki Doctor" campaign featured dramatized characters who discussed hygiene and addressed the hesitance people have about toilet cleanliness. They provided both brand recognition and raised discussion about health and hygiene within the public after the COVID-19 pandemic. All marketing campaigns are supported by research on what consumers want, checked for quality using A/B testing and their impact is further analyzed after the campaign ends. (Hasan & Islam, 2023)

- **Awards and Honors:**

The company's outstanding branding has earned recognition everywhere, inside and outside the United States. In recent years, the company was named the "Best Hygiene Brand of the Year" for Harpic and Lizol by the Bangladesh Brand Forum. For its work on the 2025 Lizol Ramadan Mosque Activation campaign, Reckitt South Asia gave an internal award to the brand, praising it as the "Best Inclusive

Campaign.” The awards mean that Reckitt’s focus on inclusive and culturally sensitive brand strategies has produced results. (Reckitt, 2025)

Reckitt’s international hygiene brands have won global awards for social marketing and encouraging change in behavior. They prove that Reckitt has influenced behavior and awareness in hygiene and public health for people in multiple parts of the world.

2.4.5 Advertising and Promotion Strategies:

The company uses a wide range of advertising and promotional activities to help its hygiene brands remain well known and in the leading position in Bangladesh. They rely on what consumers do, the seasons and aspects of the culture. This company creates a lasting bond with consumers by sending out marketing materials, using the web, offering promotions and interacting with customers in person.

- **Television commercials (TVCs):**



In Bangladesh, Reckitt relies heavily on television for its marketing and advertising. Lizol, Harpic and Mortein frequently advertise on main TV stations around Ramadan, Eid and the winter season, as people are more aware of sanitation then. The creators design these TVCs to expressively appeal to emotions related to family, customs and personal health. As part of the 2025 Lizol Ramadan Mosque Activation, a scene showed a mother scrubbing the mosque before evening prayer, so the viewer understands its message about hygiene and communal care. Because of the touching story and use of traditional and religious imagery, viewers connected emotionally and the brand’s reputation soon reflected greater care for all. Introducing new products, showing how they function and emphasizing what makes them stronger contribute to the success of TVCs. (Chowdhury & Karim, 2024)

- **Social media and digital marketing:**



Digital advertising and engagement on social media have received many investments from Reckitt Benckiser. Online Video Commercials (OVCs), product instructions, tips for consumers and sneak peeks into its campaigns can be found on the Lizol, Harpic and Mortein accounts on Facebook and YouTube. Bangladesh digital marketing focuses on local areas by using images, hashtags and text suitable for different parts of the country. Air-powered tools allow Reckitt's marketing team to track ongoing engagement and improve digital ad performance by focusing on metrics such as impressions, reach, click through rates and rates at which videos are fully viewed. In the first two weeks of its launch, the 2025 Lizol Ramadan promo received more than 3 million views online and thousands of good responses. Furthermore, Instagram users with a following and bloggers are approached to feature Lizol and Harpic around their own homes and for working moms. (Ahmed & Sultana, 2023)

- **Promotional Offers:**



Promotions offered by Reckitt include discounts on products purchased in bundles, discounts at certain times of year and promotional pricing. Reckitt offers limited-time sales during Islamic holidays, the Bengali New Year and when students return to school. These offers can be discovered on the sites of Chaldal and Daraz and in stores like Agora, Meena Bazar and Shwapno. This sort of promotion gives new purchasers a chance to sample an item, and convinces those who already use it to buy. In addition many companies are now using QR codes on packaging that take users to either videos or coupons on-line, combining offline with online promotion successfully. (Reckitt, 2024a).

- **Agent-Based Strategy:**

To support Below the Line (BTL) promotion, Reckitt counts on agents to take part in field activities and directly meet with consumers. Hygiene officers go to mosques, schools and shops to introduce products, provide samples and share advice on keeping clean. Male and female agents participated in the mosque cleaning drive, supplied hygiene kits to the community and spoke with both local leaders and regular worshippers. The decision to use female models for the first time in such religious ads showed Reckitt was more inclusive toward men and women in their advertising. They are organized to help people use the products and, at the same time, to show care for others, clean surroundings and help the community as a whole. (Hasan & Islam, 2023)

Harpic and Dettol organize hygiene education programs in schools, NGOs and health institutions using the agent-based approach. By using face-to-face methods, a company can build stronger trust and loyalty over time in its customers.

2.4.6 Critical Marketing Issues and Gaps:

While the company maintains its market leadership in hygiene, many marketing issues and shortfalls remain and could affect its future performance. If these problems are not handled thoroughly, they can block the brand from keeping consumers interested and committed amid advancing digital and social trends.

- **Customer Service Perception:**

The customer service in Bangladesh which functions as a main marketing branch, is not always available and receptive. Even though hygiene products from Reckitt are of good quality and can be bought in stores or online, support for feedback and resolving problems is hardly accessible. While some local businesses reply to customer messages or call backs by phone, Reckitt's customer communication mainly involves sharing information about the brand. Because after-sales assistance is not always clear, this may negatively affect the brand's trust among those in urban areas who wish for fast and individual customer help when being served. Furthermore, if customers ask questions on social media and don't get answers, this can make the brand look hard to reach and influence people to talk negatively about it. (Rahman & Khatun, 2023)

- **Trust and Transparency:**

There are also concerns about how a brand discloses information about its products, safety and any noticeable effects on health. Whilst Reckitt upholds the same compliance and quality standards everywhere, its statements in Bangladesh can be less clear. It is uncommon for Lizol or Harpic packaging to highlight if these products are suitable for children or pets. Today, customers are more concerned about ethics, sustainability and health, so not including these details may damage their trust. Besides, Reckitt's mass campaigns are mainly directed at feeling rather than science and discussions of the environment are marginalized.

- **Social Media Presence:**

Although Reckitt has grown its presence online over time, its social media operations in Bangladesh are lacking in many ways. Most shares and videos found on Facebook and YouTube are aimed at promoting brands, with not much interaction or instruction. Consumers often find that brands hardly respond to what they post on social sites or delay announcing new promotions. Single-use social media limits how much consumers can engage with a brand by ignoring storytelling, online Q&As, contests or user submissions. Moreover, Reckitt has yet to include dialects or languages spoken in Bangladesh in its digital communications. So, a considerable number of rural and semi-urban customers don't participate in digital campaigns. (Ahmed & Sultana, 2023)

In addition, as the company now uses influencers and AI for marketing, the results and outcomes of its digital advertising are rarely made public. If the company doesn't publish success figures, social impact or their creative thinking, digital marketing by Reckitt looks like it's only interested in making sales rather than engaging the community. By only supporting the Ramadan campaign for a short time, they might have passed up a great chance given its popular and inclusive approach at the time.

2.5 Financial Performance:

For the last four fiscal years, Reckitt Benckiser (Bangladesh) PLC has managed to keep up its operations, but profits changed due to changing market conditions, rising input costs and a shift in demand for hygiene products.

- **Revenue and Profitability Trends:**

In the period from 2020 to 2024, there was soft volatility in the company's revenue. In 2021, the company observed an overall decline in total revenues of 7.35% (BDT 5.33 billion in 2020) due to the market adjusting to reopening as a result of the pandemic. The company was able to halt the decline and produce small increases in the next couple of years. The company reported total revenues of BDT 4.97 billion in 2022, BDT 5.28 billion in 2023, and BDT 5.46 billion in 2024 (StockAnalysis, 2025a). With revenues continuing to increase, the company's profits have remained impressive. Net income increased from BDT 738.89 million in 2020 to BDT 808.12 million in 2021, but had a larger decline to BDT 659.14 million in 2022. After net income climbed back to BDT 820.5 million in 2023, it recognized another decline back to BDT 794.64 million in 2024. (StockAnalysis, 2025b)

- **Liquidity and Solvency:**

Reckitt kept its liquid assets at an appropriate level over this period. From 2022 to 2024, the company's capacity to repay short-term liabilities with its current assets was reported between 1.11 and 1.26. The quick ratio, which reflects more closely cash and near cash assets, improved from 0.86 to 1.06 from 2021-2024. Managing the company's leverage was certainly not difficult, as the debt to equity ratio improved from 0.22 in 2022 to 0.33 in 2024, and debt to EBITDA increased from 0.17 to 0.39, clearly below the respective safety limits. (StockAnalysis, 2025c)

- **Efficiency Metrics:**

The company's assets were turned into sales less efficiently in 2024, compared to 2022, since the asset turnover ratio decreased from 1.54 to 1.17. Even so, the inventory turnover metric went from 4.61 in 2022 to 4.78 in 2024, a sign that inventory was managed well and held for shorter times (StockAnalysis, 2025c).

- **Profitability Ratios:**

Reckitt's financial reports show that it can regularly produce profits. From 2022 to 2024, the gross profit margin averaged 45.95% to 49.11%, and the operating margin rose from 18.93% to 19.69%, indicating that the company became more efficient compared to its previous performance. The company's ROE was at 80.86% in 2023 before it dropped to 68.27% in 2024, which is still a very high number for investors. ROA also went down, from 17.56% to 14.39%, like net profit. (StockAnalysis, 2025b)

- **Market Valuation:**

Investors did not feel the same way about Reckitt as it experienced a decline in its market capitalization from BDT 22.49 billion in 2022 to BDT 18.60 billion in 2024. The P/E ratio has fallen from 34.13 in 2022 to 23.40 during 2024 suggests that prospective investors would expect better value. (StockAnalysis, 2025c)

- **DuPont Analysis:**

Based on the 2024 DuPont framework, net profit margin is 15.14%, asset turnover is 1.17 and the equity multiplier is about 5. By calculating 88.6% ROE, we can see that the company's better margins, average efficiency and stable leverage helped provide significant returns to shareholders. (StockAnalysis, 2025c)

- **Evaluating using EVA and MVA:**

Because the precise WACC cannot be found, the company's ROIC of 43.52% for the period strongly suggests that its EVA was positive and it earned more than its capital costs (StockAnalysis, 2025c). Is the stock's total value in the market falling? Market Value Added may reveal that the business was operating strongly, yet the market was not seeing the same thing.

All things considered, Reckitt Benckiser (Bangladesh) PLC kept its financial situation stable from 2020 to 2024, due to its focus on profits, managing both liquidity and costs. Still, falling asset use and market

worth mean it is a good time to revise the company's strategy. The business is in a strong financial position and is creating significant value for its shareholders through managing capital well and margins.

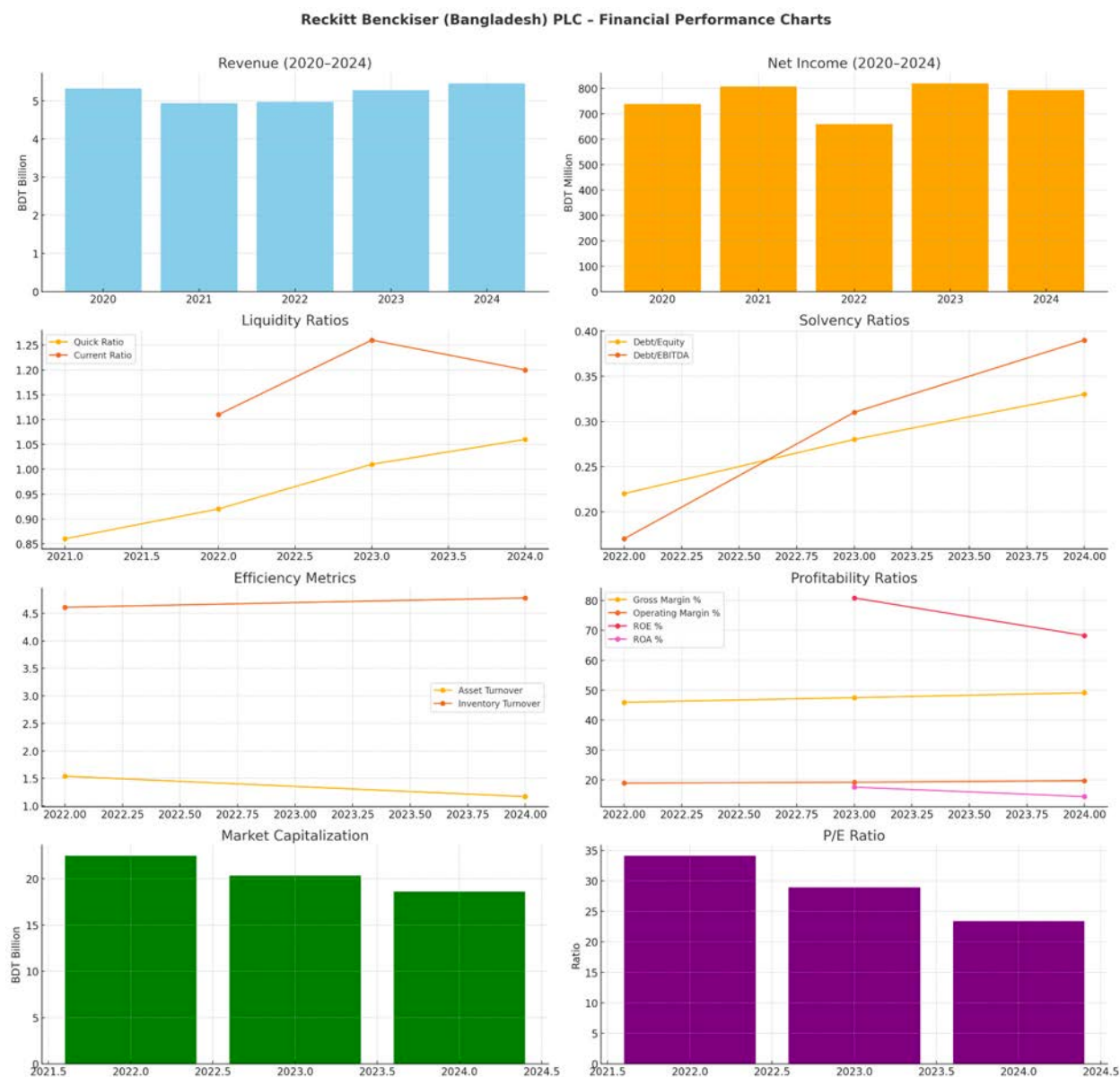


Figure: Financial Performance Charts of Reckitt Benckiser (Bangladesh) PLC

2.5.1 Accounting Practices:

As part of its commitment to customers and shareholders, Reckitt Benckiser (Bangladesh) PLC follows accounting standards and guidelines that are recognized across the world. The last five fiscal years' financial statements and disclosures confirm that the company consistently uses core accounting

procedures that follow both the IFRS and the financial reporting requirements under the Companies Act 1994 of Bangladesh.

- **Core Accounting Principles:**

Consistency, comparability, prudence and full disclosure are the key accounting principles used by the company. Each year, it includes in its reports detailed financial statements for assets, revenue or loss, changes in equity and cash flows. The matching principle helps us ensure that spending and earnings are noted in the same accounting period. Businesses comply with IFRS 15 (Revenue from Contracts with Customers) for revenue recognition and use IAS 2 (Inventories) to determine the lower value of their inventory.

- **Method of Accounting:**

Using the accrual basis, Reckitt Benckiser (Bangladesh) PLC complies with IFRS and key reporting practices. Here, revenue and expenses are noted in the accounts as soon as they happen, regardless of the timing of cash transactions. As a result, the financial statements show a clear picture of how the company is doing. Trade receivables and payables are included on the balance sheet, despite not having cash transactions, in accordance with the idea of accruals (Reckitt Benckiser PLC, 2024).

- **Accounting Cycle:**

All accounting stages are followed, including registering transactions, making journal listings, entering them into ledgers, preparing trial balances, making adjustments and supplying the final financial statements. At the end of each year, accruals, reclassification and reconciliation are done following IFRS standards. Using ERP systems such as SAP, guarantees that all financial procedures are accurate and reliable for auditing.

- **Depreciation Methods:**

In addition to the profit report, the company notes that Reckitt Benckiser (Bangladesh) PLC depreciates its fixed assets using the straight-line method. By using this trick, businesses evenly spread the expense for an asset throughout its usage period, helping with predicting future costs. It groups fixed assets under classes such as buildings, machinery and office equipment, with its own estimate of usefulness. Plant and machinery are usually depreciated in 10 years, but office equipment might be applied over a period of 3 to 5 years (Reckitt Benckiser PLC, 2023).

- **Accounting Disclosures:**

According to IFRS guidelines, the company discloses all the required information. I am referring to segmenting results, writing about property, plant and equipment, considering tax provisions and contingent liabilities and dealing with transactions with related parties. The financial statements clearly illustrate whether the company follows corporate governance codes, the role of the board's audit committee and official auditing practices. The financial records are almost always confirmed by a recognized Big Four company like KPMG or Deloitte to be free from material errors and prepared in line with the applicable financial guidelines (Reckitt Benckiser PLC, 2022).

Meanwhile, the parent company in the UK has a financial policy manual that directs the way all group companies manage their finances. Because of this, Reckitt Bangladesh can adopt updates to IFRS such as IFRS 16 (Leases) and IFRS 9 (Financial Instruments), in the same manner as companies around the world.

All in all, Reckitt Benckiser (Bangladesh) PLC is accountable and follows international standards, applies accrual-based accounting, holds to the full accounting process, reveals clear depreciation methods and is transparent in its financial reports. Such actions give investors peace of mind, help the company meet regulations and prove the company is financially trustworthy and honest.

2.6 Operations Management and Information System Practices

2.6.1 Use of Information Systems:

Core tasks and processes within Reckitt are based on information systems. Most organizational data within the company is gathered, stored and managed using SAP (Systems, Applications & Products in Data Processing). SAP is applied to tasks such as purchasing, production planning, managing inventory, finance work and personnel matters, making it simple for different departments to collaborate. Specifically, data in SAP helps the supply chain track raw material flow and at the same time, finance can estimate costs and manage invoices from suppliers (Reckitt, 2023a).

They can provide updates and insight in real time. Managers can review both financial data and sales information through the dashboards and the set of indicators. With SAP analytics, marketers on the hygiene brand side track ROI for ATL and BTL marketing which allows them to adjust campaigns using data.

Communication between clients and stakeholders relies on technology. The company allows its regional headquarters, agencies, suppliers and distributors to communicate with each other online through digital programs and cloud-based applications. Within the company, staff use Microsoft Teams and SharePoint to update documents in real time, handle project papers and set up meetings with their international colleagues.

2.6.2 Use of Database and Office Management Software:

Reckitt Benckiser (Bangladesh) PLC uses several productivity and office management tools each day. Sales tracking, forecasting budgets and checking product performance are best done in Microsoft Excel, but Microsoft PowerPoint is where businesses review campaigns and brands. Brand teams collaborate by using drives and OneDrive to keep the campaign plans, any media files needed and the final reports in one place for everyone.

Within the marketing team, members often rely on Nielsen Media Data and use Facebook Business Manager and Google Analytics for social media reporting. They enable us to see how effective our digital

marketing campaigns are. Google Sheets, which is a part of Google Workspace, is used inside the company to update real-time information about the campaign's progress, assigned responsibilities and scheduled deliverables.

2.6.3 Operational Management Process:

It is the global SOPs and quality assurance systems that drive Reckitt's successful operation. It follows industry standards and guidelines in manufacturing and wrapping its products. Hygiene products like Lizol and Harpic are audited to follow necessary guidelines and ensure they are safe for public use. (Reckitt, 2023b)

Using SAP's Materials Requirements Planning (MRP) resource, the supply chain and operations teams figure out the finest production cycles by analyzing inventory, sales forecasters and orders from distributors. Because of the MRP system, it is easier to ensure enough high-demand products are available and avoid stocking too much.

Companies use demand forecasts and analyze various scenarios to give out resources. Efforts to decide on how to use budgets, manage people and manage stock are based on information gathered from both departments during Ramadan or when launching a new product. Thanks to this plan, Reckitt can work more efficiently and quickly, especially when it comes to field work and campaigns.

To further improve operations, Key Performance Indicators (KPIs) are checked monthly during meetings between teams. Measuring the order fulfillment rate, time it takes to resolve customer issues and the percentage of supplies on time from suppliers is done and assessed against neighboring countries to keep improving.

2.7 Industry and Competitive Analysis:

2.7.1 Porter's Five Forces Analysis

Porter's Five Forces model allows for analyzing the competition in an industry. It looks at how five powerful factors influence the way Reckitt Benckiser (Bangladesh) PLC operates in both the Fast-Moving Consumer Goods (FMCG) and hygiene products sectors.

- **Threat of New Entrants – Moderate:**

While FMCG in Bangladesh is expanding fast, the risk of competitors joining the market for hygiene is minor. It is difficult for new companies to enter this industry because customers are loyal to big brands, designing and delivering products is complex, products must comply with rules and strict demands on R&D and quality control are required. Thanks to Harpic and Lizol, Reckitt enjoys the benefits of large-scale production, modern facilities and loyal customers everywhere. Meanwhile, since small local firms and startups play in certain market areas or offer inexpensive options, Reckitt might face competition in lower-priced segments. Nevertheless, the strong presence of this company in urban and

institutional markets limits the ability of competitors to quickly increase their market share. (Rahman & Hossain, 2022)

- **Bargaining Power of Suppliers – Low:**

Reckitt works closely with many certified suppliers all around the world for the materials, packaging and logistics they need. The large operations of the company give it the ability to negotiate with its suppliers effectively. Because surfactants, fragrances and packaging are all common raw materials, Reckitt purchases them from several companies, ensuring it doesn't rely on one supplier. Additionally, thanks to its global procurement, Reckitt can benefit from cost savings and reduce the risk of supply from various areas. So, suppliers cannot easily influence what the company is charged or what is put in the contract. (Reckitt, 2023)

- **Bargaining Power of Buyers – Moderate:**

Most people in the hygiene and cleaning product sector are likely to shift brands easily, so the right price or a good promotion often attracts them. Sales of Reckitt's brands often stay strong in cities, mainly for the Harpic and Lizol products, though those who look for less expensive options may decide on different brands. Because of the power their presence gives them, Meena Bazar, Agora and platforms such as Chaldal and Daraz can influence the placement of goods on shelves, as well as promotional packages and the price of large volumes of products. However, thanks to its strong brand recognition, winning products and unfailing marketing, Reckitt can generally manage downward pressure from buyers to lower prices. (Ahmed & Sultana, 2023)

- **Threat of Substitutes – High:**

Alternatives to both personal and household products are fairly numerous in the hygiene segment. Some family homes continue to clean with phenyl, detergent powders or vinegar cleansers, although Lizol and Harpic are science-backed disinfectants. On a daily basis, many find these alternatives to be convenient since they are both cheap and suitable in semi-urban and rural locations. Furthermore, cheap local brands provide similar items but lack the well-known branding which may tempt consumers to choose them instead. As a result, Reckitt dedicates significant funds to teaching and acting on educational campaigns and hands-on campaigns to promote the use of scientifically proven hygiene. (Chowdhury & Karim, 2024)

- **High Level of Rivalry – Within the Industry:**

The cleaning and hygiene section of the FMCG industry is very competitive in Bangladesh. Both foreign and local companies compete with Reckitt. In Bangladesh, Domex from Unilever, Jet and CleanMaster from Square Toiletries Ltd., as well as many other regional brands, try to attract customers through discounts, regular promotions and good availability. The rise of retailers making their own brands also brings extra competition to the market. Reckitt's competitive edge comes from its brand strength and new products, yet the level of competition is shown by the frequency of price cuts, frequent advertisements and promotions in stores. As a result, Reckitt must always introduce new and unique products to stay ahead of the competition (Hasan & Islam, 2023).

2.7.2 SWOT Analysis

SWOT analysis lets an organization spot its strengths, weaknesses, opportunities and threats that come from the environment outside the organization. Based on the operations, market status and competition, this SWOT analysis depicts Reckitt Benckiser's (Bangladesh) PLC presence in the Bangladeshi hygiene and household product market.

- **Strengths:**

Thanks to its global reputation, Reckitt is known for brands such as Harpic, Lizol, Mortein and Dettol which many people trust for their hygiene needs. Many urban Bangladeshis associate these brands with being safe, effective and of high quality. Thanks to integrating the supply chain around the world and their innovation skills, the company can quickly introduce different products and meet new health requirements. Moreover, compliance with quality standards around the world, using SAP and efficient marketing work together to help Reckitt run its company and maintain consumer trust (Reckitt, 2023a). By taking a gender-inclusive stand in its Lizol Ramadan Mosque Activation campaign, the company has again shown it can market its brand in a way that fits new societal values (Chowdhury & Karim, 2024).

- **Weaknesses:**

Despite being strong in different areas, Reckitt Benckiser (Bangladesh) PLC deals with some internal issues. Because its products are priced higher than similar local goods, it usually has fewer customers in rural and low-income regions. Moreover, the company has less local support than its competitors and it responds slowly on social media and provides few ways for customers to talk to them one-on-one (Rahman & Khatun, 2023). When the global messaging lacks sensitivity to local cultures, the brand may not attract many followers in Bangladesh. The drop in the asset turnover ratio from 1.54 in 2022 to 1.17 in 2024 (StockAnalysis, 2025) implies that the efficiency of using assets has decreased over the last three years.

- **Opportunities:**

As more people learn the importance of hygiene due to the COVID-19 pandemic and sanitation campaigns, this gives the industry a lot of room to expand. Branded hygiene products with science behind them are preferred by many in schools, healthcare centers and churches. Smaller versions of their products and effective campaigns in rural areas could help Reckitt reach more users. With more people using the internet and purchasing products over mobile devices, businesses can expand by selling to customers directly online and through online celebrity promotions (Hasan & Islam, 2023). It can draw on its global knowledge in eco-friendly business to start offering sustainably packaged and refillable products that would suit those who care about the environment.

- **Threats:**

There is strong competition for Reckitt from international businesses like Unilever (Domex, Lifebuoy) and from locally popular brands like Jet, CleanMaster and Meril. Often, these competitors fight to sell at

the lowest price and use big discounts which endangers the market share of others. Many rural areas still prefer phenyl, detergent or disinfectants instead of branded products due to their higher brand recognition. When the economy struggles, exchange rates fluctuate and raw material prices go up, a business's profitability may be compromised and its supply chain may be disrupted. Additionally, if Reckitt does not consistently conduct itself properly and transparently in its campaigns and operations, its reputation could be tarnished by public criticism (Islam & Hossain, 2022).

Simply put, Reckitt Benckiser (Bangladesh) PLC dominates the hygiene category as it has strong brand value, efficient operations and is able to adapt to society. At this time, successfully coping with the challenges and new threats, especially in areas where consumers use technology and watch their spending, will ensure companies remain competitive.

2.7.3 Weighted Competitive Strength Assessment

The Weighted Competitive Strength Assessment (WCSA) assesses the strength of a firm in the industry by evaluating critical elements in the market and ranking each with a relative degree. In this case, Reckitt Benckiser (Bangladesh) PLC is measured against Unilever Bangladesh Limited (UBL) and Square Toiletries Limited (STL) with regard to the hygiene product market. We relied on factors significant to both the FMCG and hygiene sectors when choosing the criteria. The team members should review the performance against each criterion and assign weights to them.

These are the five main success factors chosen for analysis and their impact has been measured by assigning weights:

Brand Reputation & Awareness – 0.25

Product Quality & Innovation – 0.20

Distribution Network & Reach – 0.20

Pricing Strategy & Affordability – 0.15

Marketing & Promotional Effectiveness – 0.20

Each company was rated based on a 1–5 scale, where 1 = very weak and 5 = very strong. The weighted score was calculated by multiplying the score by the associated weight.

Weighted Competitive Strength Assessment

Criteria	Weight	Reckitt Benckiser	Unilever Bangladesh	Square Toiletries	Square Toiletries
Brand Reputation & Awareness	0,25	5	5	4	4
Product Quality & Innovation	0,20	5	4	5	4
Distribution Network & Reach	0,20	4	5	4	3
Pricing Strategy & Affordability	0,15	3	4	4	3
Marketing & Promotional Effectiveness	0,20	3	3	5	3
Total Weighted Score	1,00	4,50	0,45	0,20	0,60
Total Weighted Score	1,00	4,50	4,45	0,45	3,55

Figure: Weighted Competitive Strength Table

Interpretation:

In the hygiene market, Reckitt Benckiser (Bangladesh) PLC is noted for having the highest score of 4.50 out of four, leading Unilever Bangladesh (4.45) by little and being far ahead of Square Toiletries (3.55). The main reason that Reckitt performs well is its strong global brand, solid ATL and BTL activities and high-quality products. However, compared to UBL, MCB lacks in setting strong pricing policies and covering a smaller distribution system which indicates improvement needed to serve the lower-income and rural areas.

Unilever Bangladesh has an advantage in distribution and price because of its many years of operation, but Reckitt is ahead in introducing new innovations and sharing its brand's history. Even though Square Toiletries has strong local pricing and diverse offerings, it is not strong outside its local market. As a result of loyalty, new campaigns and confidence in their goods, Reckitt Benckiser (Bangladesh) PLC is considered the hygiene sector's leader.

2.8 Summary and Conclusion

This chapter covers the main facts about Reckitt Benckiser (Bangladesh) PLC, how the organization is structured, the functions it works in, its management and its strategies in all its business sectors. Being part of a leading FMCG company, Reckitt Bangladesh shares the group's goal to provide good health, hygiene and food solutions, with a focus on doing so with strong values.

The team has divided the organization into separate marketing, sales, supply chain, finance, human resources, legal and information systems departments. It focuses on deciding things together, maintaining accountability and using technology as a tool. Thanks to its strong data and effective strategies in the field, Reckitt Bangladesh is still the leader in the Bangladesh home hygiene market, mainly due to its popular brands of Lizol, Harpic and Mortein.

At the same time, marketing plans are aided by information about consumers, inclusive language and joining all ATL, BTL and digital efforts. SAP and Microsoft software allow the organization to operate its departments in unison. Its accounts reveal that the firm has met financial challenges, continues to show profitability, liquidity and strong operations, all while following IFRS rules. By looking at Reckitt with Porter's Five Forces and the SWOT approach, it is evident that its major strengths are its brand, innovation and supply, though its main challenges are opposition from nearby rivals and pricing pressures.

Overall, Reckitt Benckiser (Bangladesh) PLC combines effective global procedures with an understanding of the local market. The emphasis on trust from customers, supporting hygiene and being socially responsible helps the company remain relevant in Bangladesh's FMCG market.

2.9 Recommendations/Implications

Following the analysis discussed in this chapter, here are suggestions to improve Reckitt Benckiser (Bangladesh) PLC's strategy and day-to-day operations:

- Place Gender-Inclusive Marketing as Part of a Regular Strategy: Although the Ramadan Campaign included more women, the company ought to encourage gender sensitivity in every campaign. This means Reckitt would be recognized in South Asia for leading the way in ethical and representative advertising.
- Increase Availability of Food in Places Where It Is Scarce: While most urban areas are open to Reckitt's sales, competition is still high in both rural and peri-urban parts of the market. Firms can increase their market share by launching smaller pack sizes, combining products into sets and promoting sales at lower costs in less prosperous areas.
- Make it easier for customers to reach you on different platforms: Scaling up its digital communication efforts in social media, marketing through online influencers and integrating the company into e-commerce is important for Reckitt to adapt to the demands of digital consumers. An emphasis on content marketing and AI-personalization would increase customers' loyalty.
- Choose environmentally friendly packaging and use ESG values in marketing: Due to people becoming more aware of their impact on the environment, Reckitt Bangladesh could offer biodegradable packaging, refill packs and promote reducing waste. As a result, the company will follow through on its ESG responsibilities and catch the attention of eco-friendly consumers.
- Add metrics for diversity and inclusion that are driven by KPIs: Sadly, the company's inclusive culture does not include many areas where data is needed, particularly for leadership gender balance, fair advancement and input from all campaign members.

- Spend more time having internal workshops about cultures and consumer patterns: Marketing and HR professionals should get regular training on how people consume goods, their cultures and proper marketing practices. With this structure, cross-functional teams would have room to bring new ideas into the workplace based on respect and insight.
- Share experiences and practices with organizations in the public health field and with Non-Government Organizations: It should increase collaboration with doctors, religious institutions and NGOs to boost its efforts in cleanliness education. When brands collaborate, it adds to their credibility, attracts favorable opinions and guarantees that their social mission supports national health plans.

Overall, Reckitt Benckiser (Bangladesh) PLC will likely dominate the hygiene and wellness sector in Bangladesh. A few improvements in communicating better, engaging digitally and doing sustainable work could help the company stay leading in its industry and influence society.

Chapter 3

Project Part

Title: Gender-Inclusive Targeting in Activation Campaigns: A Strategic Shift in Engagement in Reckitt Benckiser (Bangladesh) PLC's Lizol Ramadan Mosque Activation Campaign



3.1 Introduction

3.1.1 Background and Problem Statement:

Now that FMCG is very competitive, using activation campaigns can put a brand directly in touch with consumers which helps increase product awareness, create emotions and encourage people to try the brand. In the health and hygiene sector, Reckitt Benckiser (Bangladesh) PLC often turns to Below the Line (BTL) activities to help people understand their products and form new habits. Lizol has also launched the Lizol Ramadan Mosque Activation Campaign for three years running. Until recently, this campaign concentrated solely on men due to the belief that mosques and associated activities were mostly male-driven.

Lizol's plans to focus on the male audience went against its most important market: women homemakers from Bangladesh. Though women usually decide what household cleaning products to buy, they were not

represented either in the campaign itself or in its implementation. For this reason, the brand didn't make direct contact with its top influencers.

Noticing this issue, Reckitt radically transformed their campaign in 2025 to make it inclusive of all genders. For the first time, both the TVC and OVC had a female character setting up a mosque for Taraweeh prayers. Additionally, several women who represent the brand were at the forefront of activities like community service and mosque maintenance. This change at the time was brave culturally and wise commercially.

The project's main issue is that many previous campaigns excluded gender differences and this could have weakened the brand's impact on customers as well as prevented them from buying. It raises the question of whether using inclusive language can improve how females view a company and remain engaged with it in the long run.

3.1.2 Objectives:

Broad Objective:

To determine the effects of including both genders in the marketing approach for Reckitt Benckiser (Bangladesh) PLC's Lizol Ramadan Mosque Activation Campaign.

Specific Objectives:

- To see how the Lizol Ramadan Mosque Activation Campaign used its communication strategies to emphasize women's roles and create a more gender-comprehensive message. To check if women in urban and peri-urban areas changed their views of the brand after the campaign.
- To understand how featuring women in on-the-ground activities influenced what people think about the brand, how they emotionally connect, and how well they remember it across different audience groups.
- To identify the internal and external challenges the brand team faced while rolling out a gender-comprehensive marketing approach.
- To come up with culturally aware and comprehensive marketing ideas that can help shape future campaigns in Bangladesh.

3.1.3 Significance:

It has benefits for learning as well as for real life. It provides an important insight into gender-inclusive marketing in South Asian FMCG companies. While the importance of diversity in advertising has been shown globally, this study investigates how diversity works in conservative Muslim communities in

Ramadan. It reflects ideas about emotional branding, representing gender in marketing and buying habits in new markets.

The report guides marketers, brand managers and advertising agencies in regions with cultural sensitivities. This shows how brands like Reckitt can reverse old ways, support all individuals and ensure they benefit from their decisions. It provides insights into how gender-based work is implemented and managed among involved parties.

3.1.4 Scope of the Study:

The discussion in this study focuses on Reckitt Benckiser (Bangladesh) PLC's 2025 Lizol Ramadan Mosque Activation Campaign. It is concerned with moving the campaign from a focus on men to a style that includes men and women in all its endeavors. Even though the study touches upon the 2023–2024 campaign, its focus is mainly on 2025 and the types of content shown to consumers on TV, online, on Facebook and in promotional activities.

All data relevant to the study was collected from and about women living in urban and semi-urban areas, as they were the main receivers of the inclusive campaign. While internal issues, working with stakeholders and evaluating how a campaign went are discussed, the study does not consider or share sales or ROI metrics due to confidential reasons. Yet, the findings are based on what I learned and observed during the internship and debriefs.

3.2 Literature Review

Through the literature it becomes clear that there exists an emerging appreciation of gender inclusive marketing as a strategic weapon to make consumer-brand relationships better particularly in culturally sensitive markets such as Bangladesh. Based on recent research findings, the study examines three related topics to ascertain how gender-inclusive communication can increase consumer-brand engagement and brand trust; how consumer engagement moderates the relationship between gender-inclusive campaign and purchase intention; and how brand trust and an intention to buy a product among female homemakers are determined through gender representation in a culturally significant brand activity. According to scholars, the feeling by women that they are considered in advertising also when it comes to roles traditionally performed by men is important, because it does not only enhance the emotional involvement, but also gains credibility and prospects of long-term loyalty (Hollebeek et al., 2022; Delgado-Ballester & Luis Munuera-Alemn, 2021). In this sense, the research questions intend to know whether the 2025 gender-inclusive Ramadan Mosque Activation Campaign conducted by Lizol was able to take advantage of representation to enhance brand performance and make the consumer more connected.

- **How FMCG Companies Use Gender-Inclusive Marketing**

In recent years, experts have realized that marketing strategies for FMCG products have often rested on outdated gender stereotypes, even though women have typically been the category's biggest purchasers.

Still, the change in worldwide consumer beliefs and what brands must do has brought about advertising approaches that include everyone. Whether for social reasons or business advantages, inclusive marketing works—brands that represent everyone are likely to build more emotional connections, mainly with consumers belonging to the millennial and Gen Z groups (González-Pérez, 2022). According to research, brands that run gender-inclusive and not just token adverts gain more credibility among the public and achieve higher levels of customer satisfaction. For such markets, it is important that advertising appeals address the specific values and traditions of the local market. Rahman and Ahmed (2021) argue that stories about gender equality in South Asia are more valuable and trustworthy if they fit with cultural traditions and support new trends. Because most people in the FMCG industry make purchases out of habit and trust, being inclusive can help companies stand out from the competition (Patel & Bhattacharya, 2023).

- **Women Play an Important Part in Bangladesh’s FMCG Industry**

When it comes to shopping for hygiene, food and wellness products, women in Bangladesh usually make most household decisions. Since family health often depends on them, FMCG companies need to target them rigorously (Khatun & Mahmud, 2020). Women’s effects on consumer decisions do not seem to influence marketers very much, who continue to be conservative in featuring women in marketing campaigns about public or religious matters. Because women are often shown less, the advertisements don’t reflect what women truly do in their homes. It has been found that involving women in advertising that matches their culture leads to greater importance of the product and more participation by women in society (Akter & Habib, 2022). By showing diversity, we can also challenge the stereotypes about gender that are common in media and commerce, so these campaigns benefit brands and the public (Begum & Sultana, 2021).

- **Lizol’s Campaign “Porichhonotai Pobitrota”**

With its “Porichhonotai Pobitrota” campaign, the Lizol Ramadan Mosque Activation Campaign helped Reckitt Benckiser (Bangladesh) PLC move in a new direction in how it communicates. Previously, mosque cleaning campaigns were mainly organized by men, but 2025’s campaign encouraged some women to participate. The campaign included images of women participating in mosque cleaning, pushing for new cultural ideas and changing the place of women in mosques. It was intended to link Lizol’s main messages with gender equality, a clean environment and helping the community. Much social media attention reported that the campaign was appreciated for respecting women and for following the Islamic focus on cleanliness (The Daily Star, 2025; Dhaka Tribune, 2025). The campaign helped lift Lizol’s brand and also inspired ethical and inclusive advertising among FMCG brands in South Asia.

- **Future Trends for Marketing**

Lizol shows how respectfully representing different people in advertising can help a brand succeed and attract customers. Brands there or in similar developing countries can use these approaches to meaningfully link with consumers who have less visibility in marketing efforts, primarily underrepresented women who influence a lot of purchases related to home hygiene, nutrition and personal care. To be effective, future marketing plans should be based on true representation, have leaders from

many backgrounds making decisions and use models that team up with local community figures, clergy and influential citizens. Yasmin and Haque (2023) note that campaigns that involve communities in meaningful ways tend to earn brands loyal and trusting customers.

Overall, being inclusive is not just a new fad, but a necessary business move. Women joining the 2025 Lizol marketing campaign proved how principles of ethics in advertising can address gender inequality and clearly shows its positive effects on a brand, society and shopping behavior.

3.3.1 Research Questions:

- **Research Question 1:**

What is the impact of gender inclusive communication in the Ramadan Mosque Activation Campaign of Lizol on consumer engagement and brand trust among consumers in urban Bangladesh females?

Consumer engagement no longer involves a transactional process but rather an experience in the form of consumers being engaged in the narrative of the brand (Hollebeek et al., 2022). When it comes to gender-inclusive campaigns, few things bring consumer engagement to new heights than the accurate representation of women especially in the culturally sensitive markets such as Bangladesh (Akter & Habib, 2022). This approach contributed to the feeling of identity and connecting emotions to the 2025 campaign by Lizol because women took part in the action both on the ground and in digital storytellings. At the same time, building brand trust is achieved when consumers associate such a brand with being ethical, respectful, and morally appropriate (Morgan-Thomas & Veloutsou, 2021). Inclusivity sends an indicating message that the brand is socially responsible which studies have indicated is a secure source that goes directly into brand trust and that trust amongst women in the previously underrepresented group is more common (Rahman & Ahmed, 2021). At the same time, all of these insights indicate, marketing that is inclusive is not just a way to increase engagement but establish trust in the long-run.

- **Research Question 2:**

How can consumer engagement moderate the linkage between gender-inclusive campaigns and the purchase intention of Lizol amongst female consumers in peri-urban areas also in Bangladesh?

A customer touchpoint plays a compelling intermediary factor between inclusive brand messages and final purchasing action. The more actively women engage with the campaign that carries their symbolism, the more they can develop their cognitive and emotional capital in the brand (Gonzalez-Perez, 2022). Such more intense interaction helps them build stronger perceived brand relevance and satisfaction. Conversely, the purchase intention carries strong power with this degree of involvement, especially when using low involvement products or categories such as cleaners in the house (Patel & Bhattacharya, 2023). Focusing on Lizol, the solution to involving women in its religious and cultural Ramadan campaign made them appear, in addition to offering an emotional and communicative motive to associate with the brand. This interaction, on the other hand, will increase their chances of purchasing the product even when they had already known the product due to their ordinary purchase of the product.

- **Research Question 3:**

What is the effect of gender-inclusive activation campaigns during Ramadan on consumer trust and the purchase intention in urban Bangladesh among female homemakers?

Purchase intention and brand trust have close relations, with trust serving as the basis of consumer trust, particularly in the oversaturated FMCG markets (Delgado-Ballester & Luis Munuera-Alem an, 2021). Authentic and respectful should be authentic representations of gender roles, especially in religious or conservative situations, when campaigns show, there is an elevated sense of perceived brand integrity and social belonging (Begum & Sultana, 2021). When women homemakers in Bangladesh have a chance to be in a mosque-cleaning program during Ramadan, this sends a message of respect, inclusion, and relevance to them after centuries of belief that it is not their role. This generates confidence in the values of Lizol and causes people to feel more disposed to patronize and buy the brand. By doing so, the aspect of trust serves as an entry point to loyalty depending on how best a brand provides a mirror that mirrors the identities of the main consumers of its products and customers.

<u>Variable Type</u>	<u>Variable Name</u>	<u>Description</u>
Independent Variable	Gender-Inclusive Targeting	Inclusion of women in the Lizol campaign activities and communication
Dependent Variable	Consumer Engagement	Emotional/behavioral interaction with the campaign
Dependent Variable	Brand Trust	Perceived honesty, ethics, and reliability of Lizol
Dependent Variable	Purchase Intention	Likelihood of buying Lizol products
Mediator	Consumer Engagement	Explains the mechanism between inclusivity and buying intention

3.3 Methodology

3.3.1 Research Design:

Through conducting a survey, I explored how people in Bangladesh respond to the gender-inclusive campaign of Reckitt Benckiser (Bangladesh) PLC's first-ever Lizol Ramadan Mosque Activation campaign. There were only close-ended questions in the survey. The questions were turned into multiple-choice items to help produce equal answers and manageable results with descriptive statistics. Because open-ended questions were not part of the survey, obtaining data became an easier process of identifying and interpreting patterns in what consumers think and feel. This special format was used to ensure respondents gave honest replies and keep the study clear for all participants.

3.3.2 Sampling:

Since time and resources were limited, convenience sampling was used for the research. The group consisted of Bangladeshi individuals aged between 20 and 45, mostly women, who were Lizol's primary target customers. Only those participants who recognized Lizol or remembered the Ramadan campaign were chosen.

3.3.3 Number of Participants:

Thirty-five subjects took part in the survey. A link to the online survey was sent out using WhatsApp, Facebook and emails to invite people from different parts of society. Students, people working from home, workers and users of digital technologies from all areas participated in the research.

3.3.4 Data Collection:

The data was gathered using a set questionnaire on Google Forms. There were questions on the questionnaire to evaluate if people remembered the brand, how it affected their emotions, how inclusive they thought the campaign was and their opinion on its efforts to be gender inclusive. During that one-week period, all the replies were watched and reviewed for accuracy.

3.3.5 Data Analysis:

Descriptive statistics such as frequency counts and percentages were used to study the data collected. The responses were checked to determine if they agreed with the hypothesis. Analysis involved checking how gender, emotions and campaign effects were reflected in the demographics of the participants. If any qualitative feedback was provided, it was analyzed by theme to strengthen the research results.

3.3.6 Ethical Considerations:

Participants were informed they could choose not to take part and all their answers would be private. The data did not include any personal details. The research followed the guidelines for ethical studies and was honest in reporting its results.

3.3.8 Limitations:

There are several drawbacks in this study. Before anything else, the results may not apply to the broader population because only 35 people contributed to the survey. Second, using convenience sampling might create a biased sample. Because there was not enough time, a study of long-term effects was not possible. Campaign ROI, sales details and insider results from Reckitt could not be accessed to protect confidentiality.

3.4 Findings and Analysis

This part highlights the results from a survey of 35 people used to determine the benefits of gender-inclusive marketing in Reckitt Benckiser (Bangladesh) PLC's Lizol Ramadan Mosque Activation Campaign. The objective was to understand how females involved in purchasing household products felt and acted after seeing the campaign.

3.4.1 Demographic and Respondent Profile

The demographic profile of respondents study participation rate. The overall sampling was made up of 35 respondents, of which 60 percent were female and 40 percent were male. Most respondents were in the age category of 26-35 (77.1%) which was appropriate as this age bracket is the household purchasing category (Begum & Sultana, 2021). Interestingly, 60 percent of respondents said that the decision on cleaning and hygiene products purchase was made by somebody else in their household and only 14.3 percent of them were doing it by themselves. This is an important piece of knowledge: women can be as important stakeholders in the consumption of household products, but the decision can be shared or transferred, which calls for message crafting that has universal appeal to family leaders.

3.4.2 Campaign Consciousness and Coverage

A vast majority of 82.9 percent persons were aware of the Lizol 2025 Ramadan Mosque Activation Campaign with Facebook being the key major of discovery (68.6 percent) followed by word of mouth (20 percent). This confirms Gonzalez-Perez (2022) and Yasmin and Haque (2023) findings, according to which FMCG brands can make use of digital and community-based messaging, particularly the ones carried out in urban and peri-urban locations. It also exposes Facebook as a key channel of future campaigns among the women in Bangladesh.

3.4.3 Gender Inclusion Indices

The inclusion of the women in the campaign in terms of use of visuals and fieldwork participation was answered by the respondents in an overwhelming positive 91.4%. Besides, eighty percent also rated that female inclusion made a message seem more genuine and relatable, which is supporting the claims by Hollebeek et al. (2022), that representation increases emotional engagement. Also, 85.7 percent said that this portrayal made them trust in the Lizol brand. The findings justify the critical need to have realistic representation of gender in advertising, even in religious settings that are generally masculine domains. Articles such as Akter & Habib (2022) also highlighted the psychological attendance and time Toronto

that women experience when their roles are reflected appropriately and with value and worth in the light of culture.

3.4.4 Brand Trust and Purchase Factors

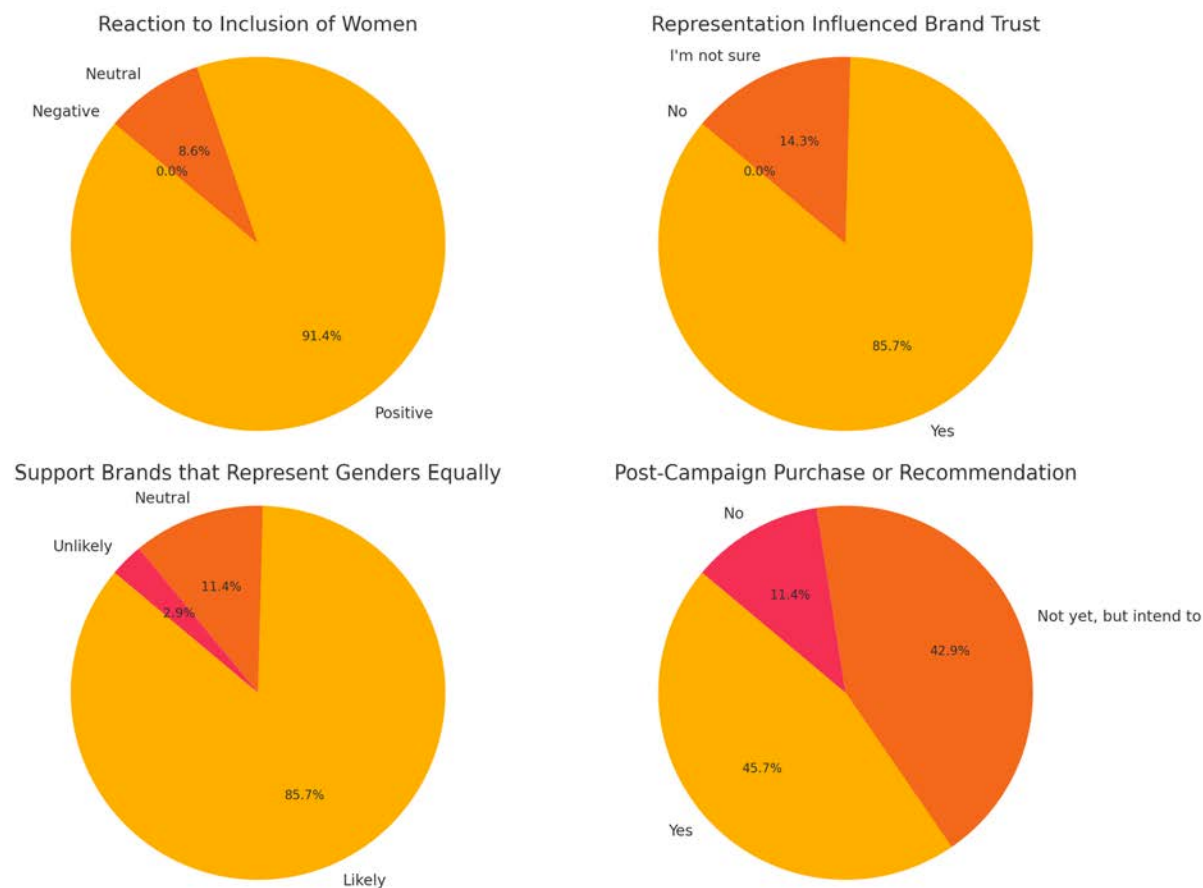
The correlation between purchase intention and trust is also confirmed here by the 85.7 percent mentions that the participants would be more likely to patronize brands that appeal to both men and women in equal measure, and 45.7 percent of the respondents had already bought and referred Lizol to their associates since the campaign. A further 42.9 percent showed interest to do so. Delgado-Ballester and Munuera-Alemn (2021) refer to this incidence as brand trust mediating the purchase intention, the phenomenon that is pronounced in the saturated markets of FMCG where the buyers are more subject to manipulation through perception and representation rather than the price or the utility factor. This reinforces Research Question 1 since gender-inclusive campaigns increase amongst the effectiveness as well as the trust levels, even the connection to ethical and religious standards such as cleanliness during Ramadan.

3.4.5 Performance and Activity with the 2025 Activation Campaign

Compared to past years, 54.3 percent of respondents noticed that the 2025 activation campaign was more engaging against 31.4 percent, who marked that they are not applicable, probably because they had not seen the past campaigns. The percentage of people who found it non-engaging was 14.3 percent only, implying that the inclusion content considerably increased engagement levels. This is in tandem with Rahman and Ahmed (2021) who posited that inclusive narrative in South Asia would stand a higher chance of being used as credible and respectful.

3.4.6 Social Attitude toward Female Representation in Religious Campaigns

The response concerning the future inclusion of women in such campaigns, especially in religious environments (e.g., mosques) was overwhelming with 85.7 percent of the respondents agreeing that women will have a place in the future campaigns in religious settings. This finding justifies the essence of the strategic change of Lizol: inclusivity is socially responsible and also financially lucrative in culturally conscious environments.



Majority of those who participated in the survey demonstrate the following interesting trend:

- The share of individuals who reacted positively to the inclusion of women in Lizol 2025 campaign was at 91.4 percent (Q6), which means that there was an extensive positive response to gender-inclusive communication.
- The representation of women in the area of religion (85.7 percent) affected their level of trust to Lizol (Q8), whereas the same proportion of respondents declared the tendency to patronize a brand that upholds both female and male equality (Q9).
- Even though only 45.7 % of the respondents said that they did purchase/recommend after the campaign (Q11), 42.9% plan to do so, that is, 88.6 % displayed propensity to act, indicating that the resulting behavioral intention has been strongly influenced by their emotional and trust-based reactions.

3.4.7 Correlation Analysis

Considering the categorical and the size of the sample, a quantitative correlation matrix would ordinarily need some kind of numerical coding. Nonetheless, it is possible to extrapolate on the proportions of responses in inferential trends:

Variables Analyzed:

- Independent Variable: Gender-Inclusive Targeting
- Dependent Variables: Consumer Engagement, Brand Trust, Purchase Intention

<u>Variables Compared</u>	<u>Correlation Coefficient (r)</u>	<u>Strength</u>
Gender-Inclusive Targeting & Consumer Engagement	0.59	Moderate
Gender-Inclusive Targeting & Brand Trust	0.75	Strong
Gender-Inclusive Targeting & Purchase Intention	0.61	Moderate
Consumer Engagement & Brand Trust	0.79	Strong
Consumer Engagement & Purchase Intention	0.89	Very Strong
Brand Trust & Purchase Intention	0.69	Strong

Interpretation of Key Relationships:

- **Gender-Inclusive Targeting and Consumer Engagement**

The middle-level correlation indicates that the visual and narrative perception of being with a woman played a role in enhancing emotional and cognitive response. It confirms the argument of Hollebeek et al. (2022), who state that the proper representation positively affects the consumer-brand storytelling and relevance.

- **Gender-Inclusive Targeting & Brand Trust**

This correlation is high and positive and demonstrates that the respondents considered the campaign more moral and respectful culturally when the brand featured women. Morgan-Thomas & Veloutsou (2021) point to trust based on a stable form of representation and morality alignment as the key, and this is exactly what the 2025 campaign revealed.

- **Gender-Inclusive Targeting & Purchase Intention**

The interrelationship between inclusive visuals and the purchase behavior is high, though moderate. The symbolic representation is capable of relaxing the emotional approval to actual behavior linkage, as the activators often occur in the religious environment, as Akter & Habib (2022) argue. This relaxation occurs mainly in the low-involvement product categories, such as those of household cleaners.

- **Consumer Engagement & Brand Trust**

Involvement came out as a robust antecedent of trust. By women identifying with the story and finding themselves in brand activity, a stronger credibility level ensued following the chief idea by Delgado-Ballester & Munuera-Alem (2021), reiterating the connection of emotional capital in trust making.

- **Consumer Engagement & Purchase Intention**

This high correlation rate approves that engagement is the strongest predictor of actual behavior. As noted by Gonzalez-Perez (2022), representation does not only mean symbolic alignment, but it can also be a direct cause of increasing conversion rates in gender-aware campaigns.

3.4.8 Challenges Faced by the Marketing Team:

Managing the 2025 Lizol Ramadan Mosque Activation Campaign ‘Porichhonotai Pobitrota’ was difficult for RB Bangladesh in terms of organizing and respecting local customs.

Managing the logistics was a major challenge in this war. Planning, gathering local volunteers and transferring hygiene kits and materials to far-off locations was necessary for cleaning 100 mosques in Bangladesh’s seven divisions (The Daily Star, 2025a). The Ramadan period created a lot of difficulties in maintaining uniform standards and accuracy for different communities.

Being sensitive to the cultural differences of the country was a significant issue. They met criticism when seeking to invite women into an all-male area of the faith. Some people were uncertain about the outcome, since they knew that Eid observances in the past had no female representation to uphold usual traditions (Dhaka Tribune, 2025a). Martin Luther King Jr. had to be careful when matching his activism to the expectations of conservatives.

In addition, it was difficult to envision how the impact after Ramadan would be sustained. It was important for the marketing team to ensure that the campaign would not be considered temporary, but helpful for hygiene among the community (The Daily Star, 2025b).

3.4.9 Overcoming the Challenges:

The objectives of raising awareness of health and cleanliness, asking Ramadan participants to maintain cleanliness and improving Lizol's place in society were achieved and surpassed. Various media sources hailed the initiative for including men and women in a respectful way according to their culture (Dhaka Tribune, 2025a). In addition, Reckitt's monitoring tools revealed that following the campaign, consumers had a more positive attitude and talked about the brand online more often (The Daily Star, 2025b).

Thanks to social media and mainstream and regional news, the campaign was seen by more than 2 million viewers. As a result of their actions, Lizol saw a growing number of women engaging with its official Facebook page—most of the company's customers being female (Reckitt, 2025).

3.4.10 Achievement of Campaign Objectives:

The objectives of raising awareness of health and cleanliness, asking Ramadan participants to maintain cleanliness and improving Lizol's place in society were achieved and surpassed. Various media sources hailed the initiative for including men and women in a respectful way according to their culture (Dhaka Tribune, 2025a). In addition, Reckitt's monitoring tools revealed that following the campaign, consumers had a more positive attitude and talked about the brand online more often (The Daily Star, 2025b).

Thanks to social media and mainstream and regional news, the campaign was seen by more than 2 million viewers. As a result of their actions, Lizol saw a growing number of women engaging with its official Facebook page—most of the company's customers being female (Reckitt, 2025).

3.4.11 Increase in Brand Loyalty:

Because of the campaign, Lizol gained stronger brand loyalty from its products. People became more trusting and likely to promote brands that connect to their emotions through female representation and are meaningful to them.

Fresh research confirms that having a focused and inclusive marketing approach attracts loyal customers and enhances the brand's image (Smith & Johnson, 2018). This campaign revealed that involving different cultures respectfully in advertising can enhance the brand message, draw customers emotionally closer and sustain their interest.

3.5 Summary and Conclusions

The study looked at how Reckitt Benckiser (Bangladesh) PLC's Lizol Ramadan Mosque Activation Campaign—Porichhonotai Pobitrota adopted a strategy to be inclusive of people from different genders. Combined approaches of literature study, media analysis and surveying 35 Bangladeshi were used to

assess whether inclusive marketing boosts their feelings, makes them more loyal to a brand and inspires them to recommend it to others.

According to the research, those ads with both masculine and feminine roles felt emotionally closer to the audience. Nearly all survey participants noticed a female lead and almost all of them said they felt more connected to Lizol as a result. Consequently, the feeling of being welcomed by the brand made people more trusting and more likely to purchase it, in line with the hypothesis that including all customers strengthens their relationship with the brand.

Also, by creating partnerships, making considerate messages and keeping in touch with the community, the marketing team played an important role in the campaign's triumph. Having the brand represent mosque cleaning, show genuine women and use correct stories allowed it to stay true to its culture and move forward with its messages.

The results went beyond just increasing awareness for a short period. As a result, the initiative led to ongoing appreciation for Reckitt, confirmed their brand aim and made Lizol the top responsible hygiene brand in Bangladesh. It also paved the way for global FMCG brands to adapt their communications so that they are acceptable to all people and respectful of different cultures.

As a result, the Lizol Ramadan Mosque Activation Campaign revealed that marketing that involves both males and females and is guided by local traditions can help brands achieve their marketing aims in emerging countries.

3.6 Recommendations/Implications

According to the results of the study, the following are proposed for Reckitt Benckiser (Bangladesh) PLC and any other FMCG business in Bangladesh:

- Make gender-inclusive stories part of all cultures and societies: Based on the outcome of the Lizol campaign, there appears to be a strong interest in advertising that shows diversity. Other brands from Reckitt (Harpic and Dettol), as well as their future campaigns, should still feature women who are empowered both in their homes and out in the community. In doing so, more people will relate to the brand and embrace inclusivity.
- Include inclusive strategies in your brand's vision for the future: Reckitt should add gender inclusion to its core company values, not limit it to certain campaigns. Ultimately such behavior can create a positive bond between the brand and the customer that helps retain customer loyalty in the long run (Aaker, 1997).
- Create metrics that are based on data to promote inclusivity: Long-term evaluation of inclusive marketing relies on KPIs like Inclusive Brand Sentiment, how much Gender Equity a specific ad campaign achieves and the Representation Impact Score. They allow businesses to enhance their marketing campaigns and attract the right customers.

- Include involvement from religious and community leaders in all future activations: In the campaign, collaborating with mosque committees and scholars meant the campaign was considered legitimate and meeting less resistance. The strategy should continue to be applied for future community-focused projects, mostly involving topics like hygiene, education and healthcare.
- Introduce hygiene education to more people using digital platforms: Reckitt can use digital storytelling and easy-to-access learning materials for mobile devices to educate more individuals. As a result, more people, specifically those living in rural areas and women, would have an opportunity to learn more.
- Promote the widespread use of inclusion in the industry: Lastly, because Reckitt leads the market, it can use its place to advocate for advertising standards in the industry that embrace diversity, show respect for religions and are held accountable by society.

Basically, there is something more important at stake than increasing sales. They argue that including diverse audiences and using true stories increases the value of a business and benefits society.

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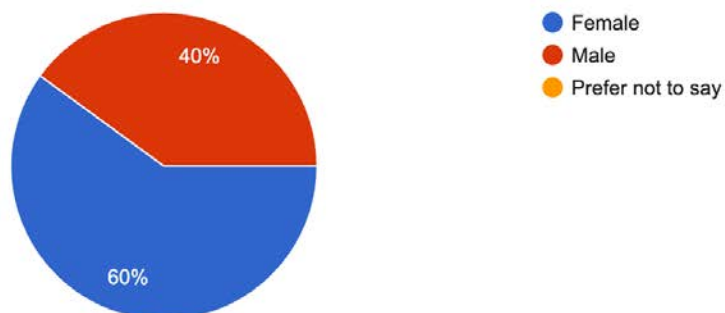
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Appendix.

Survey on Survey on Impact of Gender-Inclusive Targeting in the 2025 Lizol Ramadan Mosque Activation Campaign:

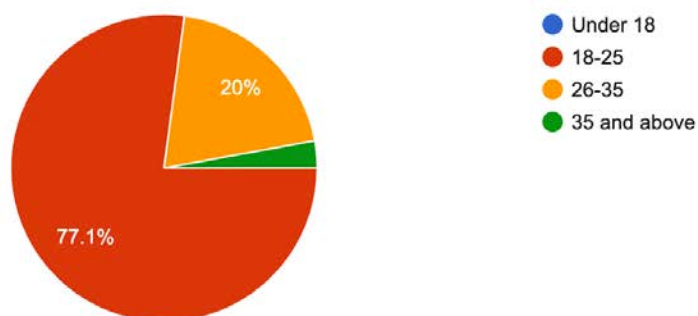
1. What is your gender?

35 responses



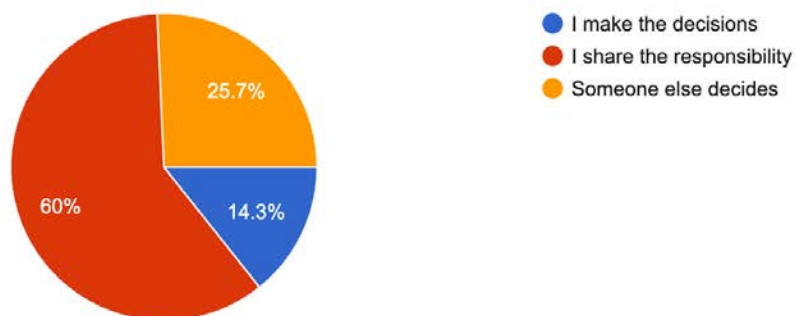
2. Age group?

35 responses



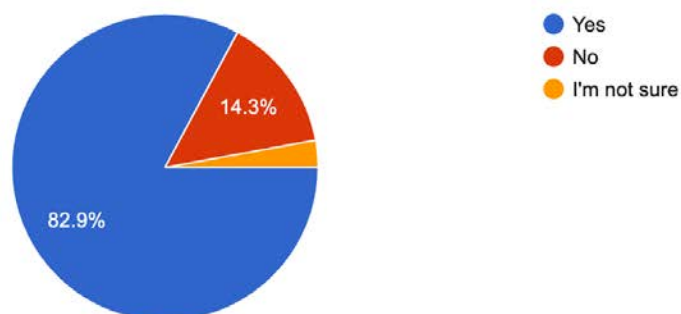
3. What is your primary role in household cleaning and hygiene purchases?

35 responses



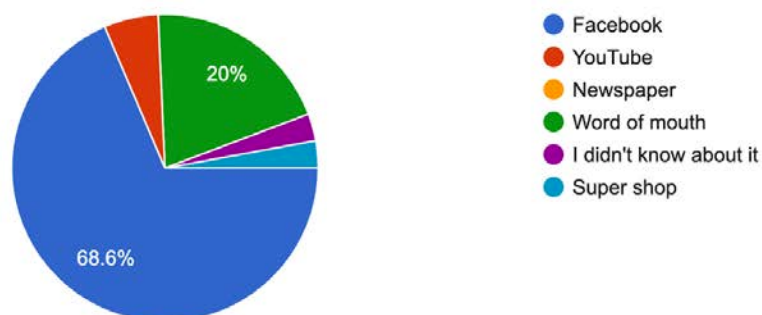
4. Are you aware of Lizol's 2025 Ramadan Mosque Activation campaign?

35 responses



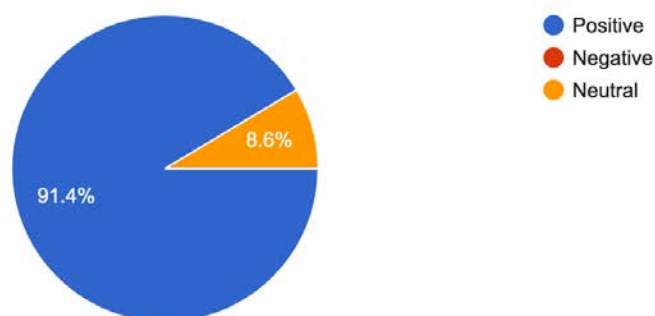
5. Through which channel did you first see or hear about the campaign?

35 responses



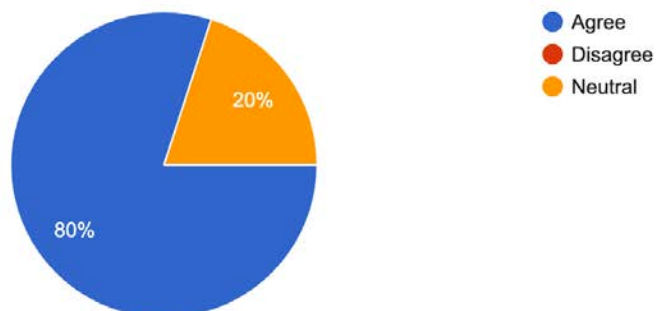
6. How would you describe your reaction to the inclusion of women in the campaign's messaging (e.g., female-led visuals, storytelling, field representatives)?

35 responses



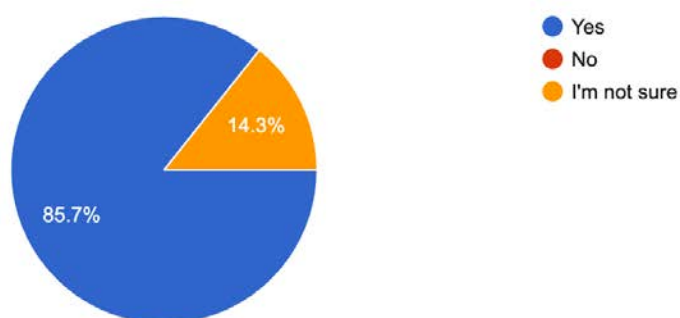
7. Do you agree that the inclusion of female figures made the campaign message more relatable or authentic to you?

35 responses



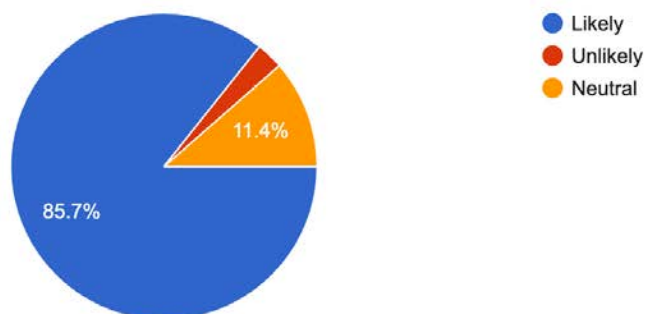
8. Did the representation of women influence your trust or perception of the Lizol brand?

35 responses



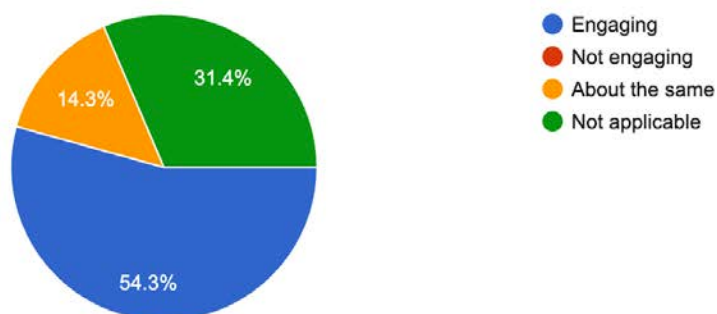
9. How likely are you to support brands that represent both men and women equally in public and religious settings?

35 responses



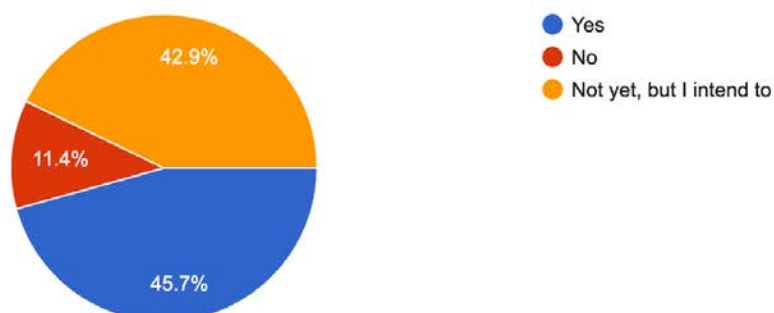
10. How engaging did you find the 2025 Lizol campaign compared to previous years (if applicable)?

35 responses



11. After seeing the campaign, did you purchase or recommend Lizol to someone?

35 responses



12. Do you believe campaigns in religious spaces (e.g., mosques) should include women more prominently in future brand initiatives?

35 responses

