

mini-case 1-430-463
December 7, 2015

Arm & Hammer: Extending a Trusted Brand

Scenario:

Church & Dwight Company, Inc., is the world's largest producer of sodium bicarbonate, also known as baking soda. Its Arm & Hammer® logo (see **Exhibit 1**) is one of the most recognizable trademarks in the United States, having earned the trust of consumers for over 150 years.

Church & Dwight consists of two divisions. Its specialty products division develops and markets sodium bicarbonate-based products and technologies for a variety of industrial, agricultural, and commercial uses. Its Armex brand of abrasives, for example, is used in cleaning, de-greasing, and de-painting applications.

Its consumer products division develops and markets a range of products sold within grocery, mass merchandise, and drug store channels. Many of the products (household cleaners, pet care products, deodorants and antiperspirants, laundry products, and household deodorizers) carry the Arm & Hammer® name. However, it has also achieved prominence in several other product categories with such products as Nair® hair remover, Brillo® scrubbing pads, and First Response® pregnancy tests.

Exhibit 1

Arm and Hammer Logo



Source: William Davidson Company, editors/Arm and Hammer logo/WDI Publishing, Arm & Hammer logo/seal

Preview copy.

To view the full mini-case, please purchase it from WDI-Publishing.com

However, research and development with sodium bicarbonate-based products remain the cornerstone of Church & Dwight. Consequently, the company is constantly attempting to exploit its significant product development and marketing expertise in order to launch new consumer products under the Arm & Hammer® brand.

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