

## **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 Aid Antiseptic Wipes.

**Preview copy.**

**To view the full mini-case, please purchase it from [WDI-Publishing.com](http://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.

### **Exhibit 1**

#### **Arm and Hammer Logo**

