

Cost Effective Marketing Strategies

Clean Cook Stove Practitioners' Workshop
November 10, 2014

McCANN
HEALTH



Which is your favorite bollywood movie and why ?

We connect/relate to different things

People are changing and so are their needs



Promotion of Bollywood movies

Earlier Indian movies totally relied on **posters and magazines for film advertising.**

Press books which would carry information about the cast and the production crew, plot synopses, stories about the making of the film, background information, still photographs from the film and from behind the camera, and details of the availability of posters or other promotional aids such as **lobby cards** or **'standees'**.

They would also carry **interactive crosswords** and **puzzles** for the audience.





Now....



**Appearance
of popular TV
Shows**



Comic books



Innovative
Outdoor
Advertising





**Mall
Activations**



Merchandise





Mobile Games



1,000 films produced annually (about double of Hollywood's output), Bollywood is the world's most prolific cinema factory.

Over **USD 4.5 billion** in revenue.

Huge Fan base in neighboring countries like Pakistan, Bangladesh, Nepal, Sri Lanka, and other western countries like USA, UK and across the globe.



Case Studies

Shampoos in rural areas



Change the behavior of people from using soaps for washing hair to shampoos

Can't spend additional Rs 40/month (Rs 2/wash) for something which they don't even feel the need



Introduced **50 paise shampoo sachets**.

In floral fragrances (rose, jasmine (Women loved keeping flowers in the hair for fragrance in Southern India)

Positioned it as a unique **convenient formula** for "Tangled hair in women and girls"

Yun Kiya Ho Gaya



Made it accessible and easily available at the kirana stores



Product demonstrations were conducted



Activations in schools

Innovative radio ads based on popular cinema dialogues, unlike plain radio jingles

Trial were encouraged through a **consumer scheme**, where anyone could take any 5 empty shampoo sachets to a retailer and take home a Chik sachet free.

Chik **sponsored shows of Rajniknath's films**. Ads were shown in between, followed by live demonstrations. Free sachets were also distributed among the audience after every show



With the changing paradigm on connectivity, rural consumers now have mobile phones as their first device.

Thus was born **Kan Khajura Tesan**, an **always-on mobile entertainment radio channel with pre-programmed content** that consists of popular local music interspersed with HUL brand communication.

“Missed Call Lagao, Muff Manoranjan Pao”

Sticky and highly memorable branding identity was deployed using a catchy jingle, an appealing mnemonic and a very easy to remember number – **1800 3000 0123!**



“Every year 2 million children under the age of 5 die of infections like Diarrhea and Pneumonia.

A lot of deaths can be prevented by the simple act of washing hands with soap.

Lifebuy did a social media campaign ‘**Saving Lives**’, inviting people to pledge support for the health initiatives it has undertaken on ground

KEY TAKEAWAYS

Know your Target **CONSUMER**

Consumer should be able to relate to your **COMMUNICATION and MEDIUM used.**

What role/relationship do you play in Consumer's life ?



Category



There is no category name/reference name

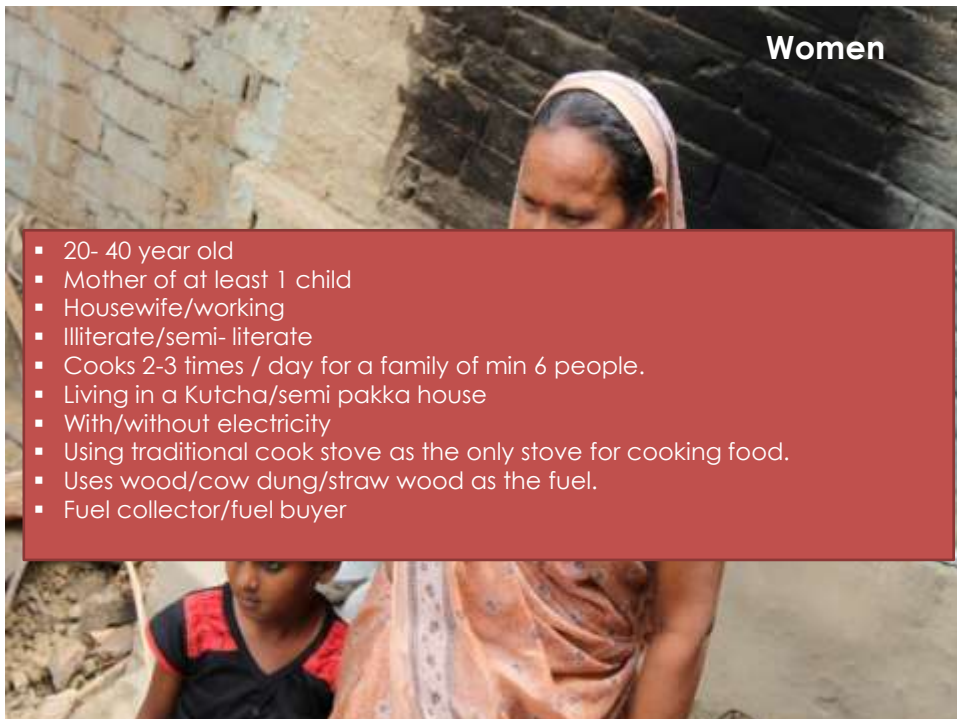
Head of the village/sarpanch



- Most Influential family of the village – both husband and wife
- Plays a role in implementation of government programs and general social welfare
- Literacy level – poor
- Still uses traditional cook stove for daily purposes and LPG is used only in special occasions.
- Not aware about ICS



Target Audience



Typical day of a women



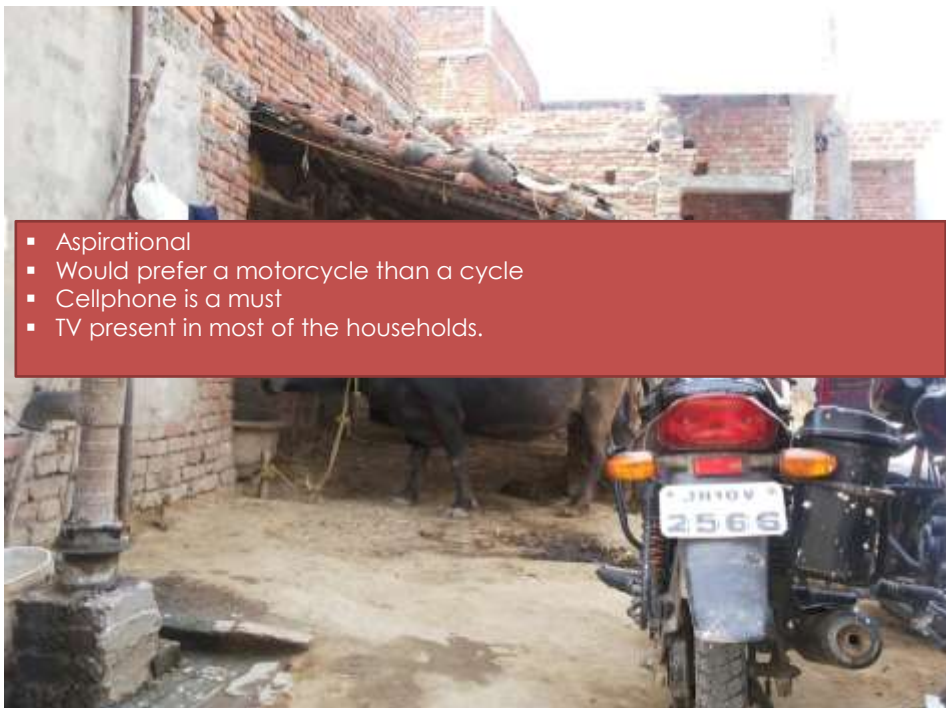
Monthly Income & Expenditure

- Rs 1500 - Food & Grocery
- + Rs 300 - School Fees for Children
- + Rs 250 - Healthcare expenses
- + **Rs 400 - Cooking Fuel**
- + Rs 300 - TV/mobile phone
- + **Rs 300 - Loan / Microfinance**
- + Rs 250 - Travel/Transport
- + Rs 200 - New clothes/festival etc
- + **Rs 200 - Savings**

Total ~ Rs 4000

Head of Family/Husband

- 20- 40 year old
- Working as farmer/salaried/daily wage earner
- Illiterate/semi- literate
- Monthly household income of Rs 4000 – 5000
- Is fond of eating good, tasty food.
- Provides freedom to women for taking decisions independently.



- Aspirational
- Would prefer a motorcycle than a cycle
- Cellphone is a must
- TV present in most of the households.



Communication

COMMUNICATION

Claims	Perception	Reality
NO SMOKE	It produces equal or even more smoke than a traditional chulha	ICS produces less black smoke which has less CO and hence less harmful to health than traditional chulha
SAVES MONEY	Since, not many households have replaced Traditional Chulha completely, so benefit of saving money is not perceived yet.	It should save money, if it is used regularly (since it is burning fuel more efficiently)
TAKES LESS TIME	Takes more time, since it has a single burner. Only one dish can be cooked at a time, out of 2-3 dishes which has to be prepared.	If used with right technique, ICS takes less time to cook than a traditional chulha



Culture



I replace my cook stove every year and I can make a new one in any shape and size.



I do mud-coating/cleaning of cook stove only after taking a bath every day.



Chapattis should have smell of cow dung and are made closer to the flame and not on Tava.



SOLUTION

Positioning ICS as an aspirational, convenient secondary stove option which reduces the cooking time when used with right technique could be a good initial win.

Once a product benefit is established, and the stove is already there, it ,may become relatively easier to displace the traditional cook stove at a later date.

CATEGORY NAME



"Behtar Rasoi, Behtar Zindagi"

**झटपट हो खाना तैयार,
खुश रहे पूरा परिवार**

- जलवाही से लगे और लक्ष्मी चकवा
- कम ईंधन और कम धुँआँ
- काली दीवारों से छुटकारा
- स्मार्टवॉक के लिए सुरक्षित

बेहतर खाने के लिए बेहतर विकल्प 

WALL PAINTING



HOARDING

खुश रहे पूरा परिवार

उन्नत चूल्हे की खूबियाँ

आसानी से जले और जल्दी पकाए जायें। दीवारों से छूटकर। | स्वस्थ

LEAFLET

UNNAT CHULHA

धूमन कम करता है। 80% तक इंधन की बचत। खाने पकाने में बेहतर स्वाद देता है। धूमन से बचाव के लिए सुरक्षित है। आसानी से जले और जल्दी पकाए जायें। दीवारों से छूटकर चूल्हा चलाया जा सकता है। सुरक्षित है।

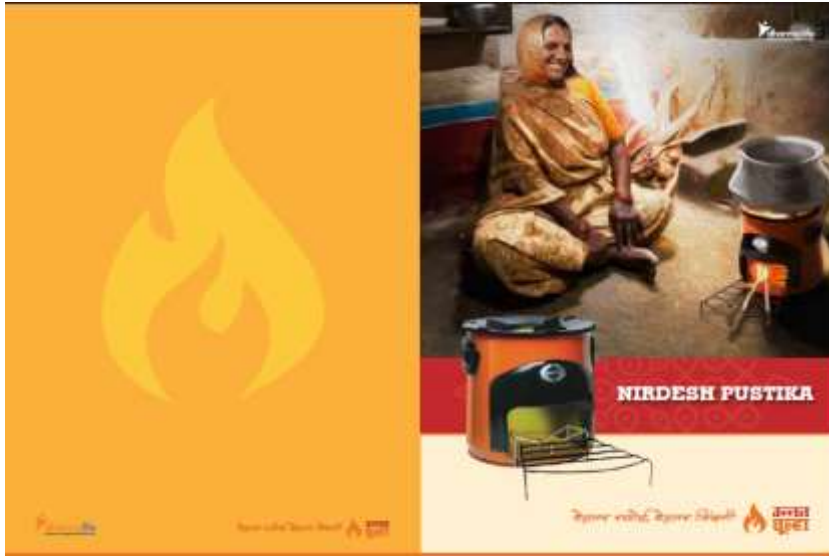
UNNAT CHULHE KE FAAYDE

- धूमन कम करता है।
- 80% तक इंधन की बचत।
- खाने पकाने में बेहतर स्वाद देता है।
- धूमन से बचाव के लिए सुरक्षित है।
- आसानी से जले और जल्दी पकाए जायें।
- दीवारों से छूटकर चूल्हा चलाया जा सकता है।
- सुरक्षित है।

झटपट हो खाना तैयार, खुश रहे पूरा परिवार

Leaflet Back Leaflet Cover

DEMO BOOK



UNNAT CHULHE KE FAAYDE

- Dhaan aur khaandarak rasmiyon mein 50% tak kami
- 50% tak sadhan ki bachat
- Khana pakane mein lagbhag aadha samay
- Dhaan ke pipe ki zaroorat nahi
- Luana, le jame mein aasan
- Tikam aur 2 saal ki waranti ke saath

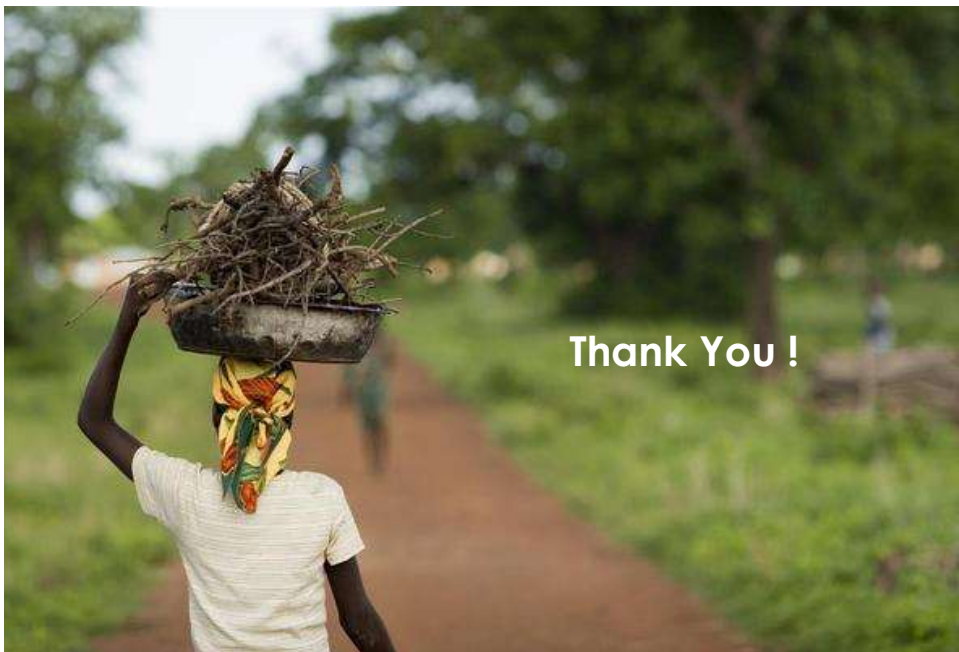


MAHATVAPOORN DISHA NIRDESH

-  Isdhan istmal mein samasyukt se salah krliye aur rakhen. Ek bar mein 3-3 lakhiyon ki rakhan harkat isdhan mein kam se jai sake.
-  Isli chulha chalu ho to bechhoo ki potlonki se dheer chliye.
-  Chulha ko chhopen nahi, sad gada kagade se sadh beren.
-  Chulha palane aur upyog karne ke liye isdhan ki chhotion ke puray samay karne.
-  Isli isy chulha ko istmal ya chhotion ki koshish na karne.

TOOL KIT

- Introductory Letter
- How to launch the product ?
- Poster
- Leaflet
- Demo Booklet
- Demo Video
- Wall Painting
- Hoarding
- Recorded Jingle for loudspeakers
- Nukkad Natak concept
- Frequently asked questions



Thank You !