

Lecture 30

Case Studies

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The Role of the Advertising Agency in IMC Planning

- Advertiser must bring to the table an assessment of the brand's value, the external environment, and opportunities and threats.
- The advertising agency's role is to translate the current marketing plan and market status of the brand into:
 - ✓ advertising objectives
 - ✓ advertising strategies
 - ✓ finished advertisements and IBP materials
 - ✓ media placement and execution of marketing campaigns

Case Study: AMUL MOPPET:

- Amul is synonymous with butter in India.
- In 1966, Amul hired advertising agency called Advertising and Sales Promotion (ASP), to design a new ad campaign for Amul butter.
- They designed an ad campaign as a series of hoardings with topical ads, relating to day-to-day issues.
- “Amul Moppet” Campaign launched in 1967, for the first time at Charni road billboard in Mumbai.
- The utterly butterly Amul girl was born, and she has not grown an inch since.

Case Study: AMUL MOPPET:

- AMUL moppet: A thump-sized six-year-old girl in red polka dotted dress, blue hair, round eyed, chubby cheeked and winking at you.
- She is the Friday-to-Friday star i.e., was seen in a new avatar ever Friday.
- Ads focus more on popular events related to social, cultural, political, sports, and cinemas for creating stories.
- Amul butter girl is one of the longest running ad campaigns in the world.
- There have so far been over 4000 utterly-butterly hoardings.

Case Study: AMUL MOPPET:

- There were no television in 1960, and the only media available for advertising were press, outdoor, cinema and radio.
- For radio, a jingle was composed using the slogan “***Utterly Buttery delicious***”
- Today, she has become a mascot for practically all Amul products despite Amul’s attempts to see her as a mnemonic for their butter.
- Topical ads pose a challenge. They need to appear immediately after the issue breaks out; else they lose their immediacy.
- Amul is probably the only campaign in the world with the theme and style unchanged in nearly fifty years.



Key elements of Amul Campaign success

- **Consistency:** '*Utterly Butterly Delicious*' tagline remain unchanged.
- **Simplicity:** simple ideas and events with creative communication.
- Humor appeal as core theme in every newsworthy events. Use gentle humor rather than scratching or cutting humor.
- Attributing the culture and pride of India: Truly '*The Taste of India*'
- Amul campaign tells the stories of India, a hoarding at a time.
- Quality and Variety of product offerings

Amul Advertising Strategies

- Message in terms of symbols, signs and image.
- Amul communicates through “Amul girl”
- Patriotic feeling, use of humor, typical Hinglish language.
- Emphasizing more on brand rather than single product
- Huge expenditure on advertising is unnecessary
- Total ad spend is even less than 1% of the net revenue

Amul Advertising Strategies

- Media choice
 - ✓ *Outdoor media : hoardings/billboards*
 - ✓ *Broadcast media : Television*
 - ✓ *Non-Broadcast Media : Cinema*
 - ✓ *Print Media: Newspapers, Magazines*
 - ✓ *Internet : Independent Websites and portals*
- Competition Analysis: Please use Statista to Analyze it.

Case Study: Tata Tea's Jaago Re Campaign

- Launched in 1985, tata tea was responsible for the poly pack revolution in tea.
- The brand was built on the support of garden-fresh story with the platform of “*Asli Taazgi*”.
- From a single variant, this brand has Tata Tea Premium, Tata Tea Gold, Tata Tea Agni and others.

Case Study: Tata Tea's Jaago Re Campaign

- Target Market: The youth of Urban India.
- Ad Objective: To awaken the youth to cast their votes and make a difference in the political leadership of India.
- The New Positioning: A brand of tea that not only awakes you up but also AWAKENS the consciousness in you.
- The Key Communication Message: *“Agar aap soyenge toh yeh desh kaise jagega?”*

Case Study: Tata Tea's Jaago Re Campaign

- Jaago Re began as a movement in 2007.
- Tata Tea campaign is about liberation and empowerment.
- The whole idea of awakening is integral to tea, as that is how people look at it.
- The campaign aimed at awakening the masses and alerting them to their responsibilities as citizens.
- Tata tea used no. of interesting ads to engage the youth into the *Jaago Re* campaign.



Case Study: Tata Tea's Jaago Re Campaign

- Jaago Re Website: visitors were led step by step through the process of registering to vote.
- **Advertising Media Used:** Television, Radio and an Internet campaign, including virals, social networking sites like Facebook and twitter and online ads.
- An outreach programme for on-ground activities in college campuses and offices was also designed.
- The task of the media was to build awareness, connect with the youth of India, engage them, call to action (vote) and build brand equity for tata tea.

Case Study: Tata Tea's Jaago Re Campaign

Results

- Campaign recognition was 86.3%, as against the benchmark of 63.4%.
- Brand association jumped to 98.8% as against the benchmark of 39.5%
- Over 6,00,000 people registered to vote at jaagore.com
- Jaago Re campaign consistently won at Effie Awards.
- In 2009, the campaign was awarded the Gold Effie, consumer products and the Bronze Effie, Integrated marketing.
- Tata tea, Jaago Re campaign has acted as an activist beyond advertising and the brand recall is still very high.

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