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Foreword

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Hope you all are doing great and taking good care of yourselves.

A lot has changed due to the pandemic. Businesses had to rethink strategies and people had to modify their behaviours. Of course, every crisis is indeed an opportunity to reinvent, reimagine, go back to the drawing board and emerge stronger.

Godrej’s history has seen it advance during crises. It was established over 123 years ago, as a part of our freedom and Swadeshi movement and the Bubonic plague that same year. Our first soap launched during the Spanish flu pandemic in 1918. So we’d like to believe it is our second great beginning for this century.

The biggest challenge in the current times has been uncertainty. The best of industry experts could not crystal gaze how the market will shape up tomorrow. However, what’s in our hands is our will and attitude to get better, spot the trends and make ourselves relevant.

In situations like these, emotions run high and often brands get caught up in the currents and counter currents. It becomes a game of perspective and belief. Often, something which is deemed purpose-driven could also be construed as opportunistic behaviour by consumers. The truth of the matter is: if empathy, authenticity and purpose are at the core of your communication, you will not go wrong.

Owing to the exposure to fake news and media clutter, there is a cognitive ad-blocker that switches on every time a consumer today sees content that looks like an advertisement. Therefore, stories you share with the audience must be data driven and more inclusive. At Godrej, we launched a vertical for research-driven narratives. It fuelled a long-term funnel of insight-rich content which is also closely associated with the brand’s key objectives.

“Being heard” is one of the most precious aspects that audiences seek today from brands. Our three owned media channels Godrej L’Affaire, Vikhroli Cucina and Design Dekko have been quite successful in co-creating content with influencers, key opinion leaders and customers on a myriad themes. It is my belief that the audience should be made the protagonist and not limit engagement to transactional purposes. Audience must feel engaged to be part of the story.

Corporate scrutiny has increased and vulnerability of being caught in the crossfire of media, political parties and trolls is high. This is a great opportunity for the PR industry to make a mark and gain more voice as corporate reputation becomes even more vulnerable! Communication professionals more than ever before, need to bring out their thought leadership and acumen in this space.

I am delighted to present you the second edition of our Case study compilation that has stories based on the above learnings. I do hope you enjoy them and look forward to hearing from you, share things that we probably do well and learn from you on what we could do better.

Greetings and best wishes for a super year 2021!

Cheers and take care!

Foreword

Hemant Gaule
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If you look back at 2020, you will find an environment overwhelmed with uncertainty. But if there is one certainty, it is this – this year has compelled us to reimagine the way we do things. The only takeaway guaranteed from this turbulent year is learning. And therefore, it’s fortuitous that Godrej Group, for the second year in a row, have compiled the blueprints of successful campaigns that reputation managers can learn from.

These 10 campaigns are rich with insights on how to navigate complex stakeholder ecosystems. Not just because Godrej have perpetually been one of India’s most successful brand families. This year has proven that brands’ resourcefulness and legacy only add up to so much. What matters is their intent, the will of their custodians to act on it, and inventiveness of their reputation engineers do it differently.

What also stands out is the ability of the Group to nudge their consumers to look at their intent from wider frames of reference. Cinthol is not just a soap, it embodies the feeling of freshness. Godrej Hit does not just kill insects; it protects your families from diseases. A strong case in point is Godrej Protekt Campaign. At its core was EPIC – Empathy; to recognise the unaddressed need (for cheap and easy to use sanitisation solutions), the Practicality to develop them (cutting down R&D time from months to weeks), Innovation in outreach (collaborating with the Indian Railways), and Courage to put vast resources behind making it work.

Approaches like these do not emerge naturally from PR strategies as we know them, they must be reimagined. Public Relations must be reimagined, now more than ever.

It has been rewarding for SCoRe to be associated with this effort in a small way, and we’re grateful to the Corporate Brand and Communications team at Godrej Group for once again investing in this cause of learning.
Godrej L’Affaire Season 4

Overview
Fourth season of our brand agnostic lifestyle platform, Godrej L’Affaire strengthened our association with the lifestyle category by partnering with established lifestyle brands, media and influencers from across lifestyle genres. With the theme of ‘Sustainability’, Season 4 offered a day filled with workshops and performances, resulting in the target audience coming under one roof and this built a positive lifestyle perception for Godrej. L’Affaire is also one of the first Masterbrand brand building initiatives in the country that is a revenue generating platform.

Objectives

Experiential Engagement
- Mobilise influencers on a single platform to celebrate lifestyle offline as well as online. Offer them an immersive experience of various Godrej brands and external non-competing brands within the lifestyle space.

Content Creation
- Once the influencers touch and feel the brands, capture their experience to churn out content which will be more authentic & meaningful.

Community Building
- Develop a long-term relationship with these influencers across categories, making them a L’Affaire loyalist and true advocates for Godrej Group brands.

Solution
Driving the digital community – Digital-first approach and partnering with 150 influencers which included celebrities, OTT stars, leading lifestyle Instagram influencers, all covering and promoting season 4 of Godrej L’Affaire. Also creating unique content for social media handles to amplify various key aspects like workshops, celebrity participation, brands and so on.

Radio Partnership - 94.3 Radio One and Fever FM, ran a 40-day long campaign for Godrej L’Affaire Season 4 with over 300 radio spots, 3 primetime interviews with key celebrities like Shweta Bachchan Nanda, Monisha Jaising, Chef Varun Inamdar and Sushant Digvikar.

PR Campaign - Godrej L’Affaire’s PR campaign garnered over 540 news features in leading news publications and digital media, resulting in a phenomenal reach of 3.9 MN on digital from posts and 20.68 MN impressions from hybrid PR and various editorial partnerships with a strong digital footprint.

Many leading lifestyle brands like Tonino Lamborghini, MxS World, Tata Nexon, Guess Watches and Esprit, Grover Zampa, Jack Daniels, 7 Rivers participated along with Godrej group brands. In all the event had a particular participation of 60 brands making it a truly brand agnostic property.

GodrejLAffaire Season 4 event amplification through the #Godrejlaffaire hashtag garnered over 140 Million impressions and reached over 60 million users across the world.

Community engaged: 150 celebrities and influencers participated in the event campaign and content creation.
We were the 2nd strongest trend on Twitter on event day.
We achieved follower base growth to reach 26.3K on Godrej L’Affaire’s Instagram handle and crossed 34K followers on the official Facebook page. L’Affaire became the talk of the town in dedicated lifestyle Facebook and WhatsApp networking groups.

Content – More than 540 media stories which were generated in duration of 45 days
- More than 50 brand videos created for various digital campaigns. Over 10,000 posts and Instagram stories were generated
- Over 500 image submissions on Instagram

Outcome
135+ Celebrities & Influencers
1300+ Guests
540+ Media Stories
60 Brands
135 Million impressions
15K+ Social Media Stories & Posts
63+ Million reach
143+ Million impressions
55 Brand Videos
63+ Million reach

Guests
Celebrities & Influencers
Social Media Stories & Posts
60 Brands
63+ Million impressions
15K+ Million reach
55 Brand Videos
540+ Media Stories
Protekt India Movement

Objectives
- Drive behavioural change towards hygiene as a way of life
- Reach out to individuals and educate them about the right hygiene practices
- Empower people with innovative, effective and affordable hygiene solutions
- Awareness & availability of affordable products to achieve hygiene goal across geographies

Overview
As March 2020 began, Indians experienced a sudden knee-jerk reaction due to COVID-19 cases and ultimately a nation-wide lockdown. Godrej Protekt offered hand hygiene products like sanitisers, handwashes. To transform the public health landscape, Protekt believed an intervention was required for a larger behavioural change. Focus should be on health & hygiene as well as the adoption of proper hygiene habits. Protekt was equally committed to empower people with more superior yet affordable products. Thus, the brand embarked on Protekt India Movement, a 360-degree campaign to promote hygiene and inculcating the right hygiene practices!

Strategy
- Environment creation – People need to be consciously forthcoming to adopt hygiene. Nudge them by sharing knowledge via mass media, communities, public platforms / spaces and health experts
- Mass Reach – The message of right hygiene practices should reach millions of people via Information, Education and Communication (IEC) activities/materials. Involve print, TV and digital media platforms
- Cause Champions – Empower government bodies and local communities with Behaviour Change Communication (BCC) solutions to further help to promote hygiene amongst people
- Hygiene Expertise for affordable & superior quality products - Leverage Protekt’s existing innovative solutions like Mr. Magic – India’s first powder to liquid handwash priced at INR 15, comes at a relative price index of 0.4X to other leading hand wash products. Cut down new product development time from months to few weeks to offer new affordable hygiene products & ensure availability across India. This will empower consumers

Solution
- Environment creation:
  - Started campaign by unveiling ‘Coronavirus Ka Darr, Choo Mantar’ digital anthem
  - Associated with paediatricians, for Facebook live sessions on hygiene awareness
  - Momspresso roped in to share doctor videos, articles and blogs
  - Engaged 600+ WhatsApp communities of mothers, youth, fitness experts

- Mass Reach:
  - Information, Education, Communication (IEC) content partnership with Zee TV, Republic TV & Dainik Jagran, urging people to maintain overall hygiene
  - Proper hygiene practices videos on Facebook, YouTube, Instagram and OTT (Zee5 & Hotstar)
  - 100+ digital influencers joined to spread the word of hygiene, reaching 1.6mn people

- Cause Champions:
  - In May, partnered with Indian Railways for a program to promote travel hygiene in 400 local/long-distance special trains. Positively impacted 10 lac citizens
  - 3 Lac Mr. Magic handwash for frontline workers of Mumbai & Thane municipal bodies
  - Supported communities with 112 lakh beneficiaries in 8 states with hygiene products

- Hygiene Expertise for affordable & quality products:
  - Introduced 12 affordable products in just 45 days
  - Including INR 1 hand sanitiser sachet
  - Reduced price of hand sanitisers from INR 75 to INR 25
  - Pledged 1 million powder to liquid handwash Mr. Magic for free distribution
  - Partnered with Zomato, Swiggy & Zoomcar for uninterrupted home deliveries of products during lockdown

Outcome
- Protekt India Movement covered 70 cities and 25 states through various activities
- 100Mn people made aware of right hygiene practices via Information, Education and Communication (IEC) and Behaviour Change Communication (BCC) tools
- 206Mn people reached via print and online news stories
- 120Mn+ cumulative reach of hygiene messaging through social media
- Preference for Mr. Magic powder to liquid handwash surged between March-June, 300% growth in business
- First-ever travel hygiene program driven by any brand with Indian Railways

CAUSE CHAMPIONS
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HYGIENE EXPERTISE FOR AFFORDABLE & QUALITY PRODUCTS:
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Travel Hygiene Program with Indian Railways

Overview

In May, Indian Railways resumed operations of long-distance trains for passengers and local trains in cities like Mumbai for essential workers. However, in the long term, getting people to travel again by trains will be a big task. Health risks perceived by people will need immediate acknowledgement, to boost their confidence for a safe rail journey. Godrej Protekt, India’s trusted hygiene brand, was already working to promote hand hygiene during the early stages of pandemic. Godrej Protekt reached out to Indian Railways to champion a first-of-its-kind program which will promote travel hygiene amongst passengers and rail employees.

Objectives

• Break the clutter by announcing first ever travel hygiene program with Indian Railways & Godrej Protekt
• Equip railways with Protekt’s new personal hygiene range to boost travel experience of passengers
• Position Godrej Protekt as India’s most trusted personal and home hygiene brand

Strategy

Godrej Protekt and Indian Railways adopted a plan basis the following strategic pillars
• Boost travel hygiene awareness amongst passengers via on-ground activities and digital content
• Delight the passengers traveling during the unlocking phase, with hygiene solutions from Godrej Protekt like free hand sanitiser sachets and luggage disinfection that will build goodwill for railways
• Ensure that passengers are safe even when they are at railway stations and in areas like ticket counters
• Disseminate information of on-ground activities regularly to positively reset passenger attitude towards traveling in trains once again
• Ensure railways staff health and hygiene is prioritized under the program

Solution

• The pilot was conducted with Mumbai division of Central Railways, covering a host of on-ground, digital and in-train activities
• Safe travel awareness-raising content via wall art at key railway stations under Central Railways
• 2 lac Protekt products utilized to support travel hygiene in 400 local and long-distance COVID-19 special trains
• Protekt Hand Sanitiser sachets given to passengers on Central Railway local trains and long-distance trains originating from Mumbai for Bengaluru, Hyderabad, Thiruvananthapuram, Patna, Lucknow, Varanasi, Bhubaneswar, Guwahati, Gorakhpur, Darbhanga, and Gadag
• Protekt’s On the Go Disinfectant Spray, with 99.9% germ protection, used in long-distance trains to disinfect passenger’s luggage along with bogie handles, seats
• Surroundings/surfaces of ticket counters of Mumbai railway stations disinfected with Godrej Protekt Air and Surface Disinfectant Spray
• Protekt Health Soap given to 5000+ railway employees to boost their hand hygiene

Outcome

• After 3 weeks of program implementation, a virtual press event was jointly conducted by Protekt & Indian Railways to formally announce the travel hygiene program
• Press conference was chaired by Gaurav Jha, Sr. DCM, Mumbai Division, Central Railway and Sunil Kataria, CEO - India and SAARC, Godrej Consumer Products Limited (GCPL)
• The event was virtually attended by 120+ journalists from across the country
• Actual visual representation of the products getting used on-ground by Indian Railways as a strong proof point for media to write about this initiative
• Protekt created digital content on travel hygiene practices, which was shared with 4.12 lac combined followers of Central Railways on Facebook, Twitter and Instagram
  - Animated video on travel hygiene tips for local and long-distance train travel
  - Infographics & Images - Safe rail travel tips
  - Videos of the initiatives taking place on-ground as part of Protekt India Movement

First-ever partnership by any FMCG brand with Indian Railways during COVID-19 times to promote travel hygiene

Senior Railway official chaired the Godrej Protekt virtual event – the most important success-factor as getting government representative for any brand event/talks is extremely difficult

Most credible testimony secured from Railways as they now use Godrej Protekt products (hand sanitiser sachets, on the go disinfectant spray and air & surface disinfectant spray)

India’s leading media outlets like The Times of India, Dainik Bhaskar, Dainik Jagran, The Hindu, The Hindu, Mid-Day, Navbharat Times, Gujarat Samachar, Divya Bhaskar, Sambad, Dainik Bhaskar, Mathrubhumi, Pioneer, Puinhi, Punyagad, Malaysia Manorama covered the brand announcement

Passengers belonging to 20 cities of 8 states positively impacted
Make Space for Life

Overview

“Make Space for Life” brings alive slice-of-life stories, blurring the line between emotional payoffs and product benefits. It is a thought that is emotional, rooted, progressive, and yet timeless. It’s a classic example of how research-driven narratives can result in boosting brand perception and resonance amongst target customers.

Objectives

We wanted to hold our ground as the brand of reckoning amidst our consumers despite entry of brands which were armed with a war chest of marketing funds. We wanted to remind India to Make Space for Life, Family, Passion, and Well-being.

Thus, we conducted on-ground research which included 11 cities and approximately 2000 respondents. Therefore, the questions were aimed at testing how India feels about work-life balance, pursuing passion, healthier lifestyle among others.

The data was then further analyzed and results revealed:

Indians feel:

- 68% not living life on their terms;
- 61% don’t have time for passion
- 56% have terrible work-life balance
- One-third unable to dedicate time to their children; 28% to partner
- 64% unable to dedicate time to their family
- 21% and 16% unable to dedicate time to their friends and parents, respectively

Strategy

An emotional bond can be created with the TG if a brand can associate itself with an honest cause. In a cluttered media landscape, narratives backed by data and having a direct bearing on consumers, tend to get noticed and accepted by both journalists and consumers. Therefore, we dissected the survey data, and created various buckets of stories based on:

- Region
  - National data
  - Regional data (zones)
- Age Group
  - Young Adults Vs Seniors
  - Millennials vs Boomers
- Gender
  - Men vs Women

Solution

The execution was trifurcated into phases, each focusing on Make Space for Life and family, Make Space for Passion, Make Space for Wellness. The data was used to create engaging stories and articles, digital content (audio, video, and infographics) and celebrity and influencer anecdotes. The funnel of stories created using the data insights of the research was amplified using traditional and digital PR routes as well as influencer engagement tactics.

Outcome

Some of the influencers:

- Actors: Sonu Sood, Raima Sen, Sivastika Mukherjee, Rituparna Sengupta and Shakti Arora
- Chefs: Maria Goretti, Amninder Sandhu, Vikas Khanna, Ranveer Brar, Varun Inamdar, Rakhee Vaswani
- Interior Designers: Saniya Kantawala and Richa Bahl
- Radio Host: Hrishi K
- Lifestyle influencers, Karishma Sakhrani, Khushnaz Ashdin Turner, Rij Eappen and Riaan George

850 stories published on the brand, 326 stories were through the campaign
Accounts Reached 25 Million
Impression 65 Million
Influencers partnered organically 20+
**Objectives**

E-waste is becoming a major environmental problem, posing a threat to human health. India is among the top 5 e-waste producers. The ethos of Green is at the core of everything that Godrej Appliances does. As a responsible manufacturer, Godrej took the challenge to create e-waste awareness in the community.

**Strategy**

E-waste, literally, is a burning issue in India. And the festive season, with relatively higher interest and attention on appliances and electronics, was the right time to go beyond products and talk about e-waste. The problem needs individual and community involvement. To spread awareness, Godrej Appliances initiated a digital and on-ground activation campaign, weaving the content seamlessly around topicality. Since environment preservation is relevant not only for the current generation but future as well, the brand wanted to target both adults (as users) and kids (as influencers and change agents). Through the campaign the brand hoped to inspire a positive change.

**Solution**

The campaign #IssRaavanKoMatJalaao, is a perfect example of communicating a relevant message woven in the threads of our culture. On the eve of Dussehra, the brand highlighted the evil that e-waste is to the environment and human health through a life-sized Raavan installation created out of e-waste.

The slogan ‘#IssRaavanKoMatJalaao’ is an appeal to the masses to responsibly dispose the e-waste, instead of handing it over to rag pickers who end up burning the e-waste. The brand collaborated with Tejinder Singh, a local young talent from Chandigarh and winner of numerous awards, to creatively narrate the story behind Dusshera with the twist of a current evil –in the form of the life-sized Raavan made of e-waste.

To amplify the reach, the campaign was inaugurated during a press conference in the presence of the media fraternity. During the 6-day campaign, the life-sized e-waste Raavan went around the cities of Chandigarh, Mohali and Panchkula, educating consumers on the ill effects of improper disposal of e-waste and distributed leaflets to the viewers. This was followed by social media campaign showcasing the making of e-waste Raavan and urging everyone to properly dispose off e-waste.

**Outcome**

- Achieved highest share of voice (SOV) in highly cluttered festive season.
- The video garnered 7.6 L views
- 2.5 Mn users reached on digital
- Triggered 3000+ conversations on social media platforms
- Associated with the Punjab Pollution Control Board to participate in Republic Day Parade (January 2020)
Sahi Shuruaat by Godrej Veg Oils

Overview

Oil is an integral part of the cooking process and plays a role in taste, texture and overall experience. While every dish is unique in terms of ingredients, texture and flavour, the cooking process often starts with one key ingredient – Cooking Oil! In the last few months, with consumers spending more time at home without domestic help, there has been a rise in interest to experiment with regional cuisines. However, cooking oil is a cluttered category with a significant brand recall of major players.

Objectives

- Create brand awareness and strengthen the visibility by
  - Engaging over 1000 chefs
  - Garnering at least 25+ earned media stories
  - Garnering brand visibility of over 0.5 million TG in Maharashtra & Goa
- Engage with Key Opinion leaders to highlight benefits and bust myths around cooking oil

Solution

Organised a unique record-worthy virtual cook-off with professional chefs and culinary students from across the country who participated enthusiastically via a live video session.

Launched a digital cookbook - Sahi Shuruaat with 50 unique and easy vegetarian recipes by professional chefs and culinary students.

Collaborated with food influencers to encourage users to explore these recipes.

Partnered with the two-time national award winner, Chef Varun Inamdar to showcase Godrej Veg Oils’ product range such as Sunflower Oil, Rice Bran Oil, Filtered Groundnut Oil, Refined Groundnut Oil and Sesame Oil through festive recipe videos.

Curated a panel discussion with Chef Varun Inamdar and Minal Shah, senior nutritionist, Fortis Hospital, Mulund, at Home Chef Matters event to bring out the top trends in cooking oil, their benefits and bust myths around cooking oil.

Outcome

Overall 1165 chefs came together for a unique record-worthy virtual cook-off

Cookbook views / Download – 1184+ & counting

The Sahi Shuruaat activities garnered 50 stories in key regional publications.

The campaign garnered an estimated reach of 0.56 million and 0.8 million impressions to date.

The panel discussion with KOL at HomeChefMatters garnered over 9300 views on Facebook to date.
CA SE

"Agent of Safety," an initiative making a humbled effort to bring forth a bigger platform. Building on this insight, Godrej Locks announced and were celebrated at large. However, their individual stories needed a solution to people for their pandemic- or lockdown-related problems. Break the clutter during lockdown, but it didn’t provide immediate buzzword during the lockdown was ‘Safety’. Godrej Locks wanted to Godrej Locks has always stood for safety in consumer mindframe. The overview

Objectives

• Showcase actual stories of COVID-19 warriors and celebrate them
• Ensure Godrej Locks presence & recall during the lockdown phase when its relevance may be less
• Strengthen Godrej Locks association with safety

Strategy

• Godrej Locks connected its ethos of safety, to build ‘Agent of Safety’ with a Digital-First approach to honour the frontline warriors
• Put out their stories through crisp Snackable Video Content Series and promote the videos via social media & owned platforms
• Identify Real Life Inspirational Stories of Frontline Workers (Police personnel, healthcare professionals, NGO workers, chefs, media personalities) and Celebrate their contribution
• Look at inspiring emotional stories as well as individuals belonging to organizations / institutions that have a greater social reach so that we can organically reach to larger consumer base

Solution

• The brand identified 11 frontline warriors from various parts of India. They stood for safety of people as well as their loved ones.

Some of the interesting stories included:

- Dr. Sachin Nayak of Bhopal not only treated COVID-19 patients but lived inside a car to protect his family from any infections
- Puja Marwaha, CEO – CRY: India Today, Yahoo, The Statesman, Indiatimes, among others
- In July 2020, Bengaluru based Sanjay & Vinita Agarwal turned their boutique to make free for all masks. Masks given to underprivileged people, policed, government officials including the Chief Minister of Karnataka
- Bengaluru based Sanjay & Vinita Agarwal turned their boutique to make free for all masks. Masks given to underprivileged people, police personnel, NGO workers and government officials including the Chief Minister of Karnataka

Outcome

A unique Digital-first PR campaign built on content, extensively covered by the traditional media as well

• A total of 107 news features received in prominent consumer media like the Press Trust of India, CNN, The Week, India Today, Yahoo, The Statesman, The360au, among others
• Brand awareness amongst 51.9 Mn people through media stories
• The videos garnered a total of 2 L organic views

A total of 50 million people through owned platforms

One of the few brand campaigns featuring real-life frontline workers

Associated with 5 prominent brands & government institutions - Fortis Hospital, CRY (Child Rights & You), Bhopal Police Department, Police Department of Gajapati, Odisha; CRY (Child Rights & You); Radiocity & its entire network; Bhopal Police Department; Police Department of Gajapati, Odisha; CRY (Child Rights & You)

Emailers with video content link shared with over 40,000 customers and Godrej group employees

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During the pandemic-induced lockdown, the need for hair colouring was low.

• People depended on salons for hair colouring were most affected.
• On internet, “How to colour at home” searches grew 2X times in April & May
• People wanted to colour their hair but were unsure. The notion that hair colour comes with added hassle and the fact that people were not stepping out added to this neglect

Godrej Expert Rich Crème is India’s largest selling crème hair colour brand. We wanted to communicate the ease of colouring grey hair at home while also nourishing them.

Bollywood personality Karan Johar posted an image of himself in grey hair. This look created social media buzz. We immediately spotted the trend and collaborated with Karan to build a relevant and contextual #ColourAtHome campaign.

Objectives

• Communicate the simplicity of colouring hair at home
• Create a viral piece of brand communication, inspire people to colour hair at home
• Boost sales for Godrej Expert Rich Crème during the lockdown

Strategy

• Target two consumer segments:
  - People who coloured hair at salons.
  - The fence sitter on the verge of hair colouring but delaying because of lockdown
• Karan’s grey hair photo unveiled on his social media, got people talking. We decided to disclose his new coloured hair look the same way, for organic traction and to make the video viral
• Timed the video post for May 25, his birthday as the heightened attention on his social profiles would make the video go viral
• While making the content, we ensured he lent his personality genuinely to the context. ‘Toddlers!! and Pout Selfie mattered more than Click on Buy Now!
• Leveraging Karan’s statement of being all for parental roles, built the conversation around his sudden interest to look younger.

Solution

• Built intrigue via social media absence of Karan for 2 weeks.
• Fuelled speculation with gossip stories that gave hints of his plans to look young as per close sources. However, didn’t reveal what he will do or when?
• On his birthday, Karan unveiled the Godrej Expert new look video on Instagram
• Press communication to media on brand collaboration and customized note for entertainment media stating Karan’s new look and that he no longer need to settle for father roles
• Viral Bhayani, India’s topmost paparazzi, shared video on his Instagram with his 1.8mn Instagram followers
• Actress Anushka Sharma, complimented Karan. Plugged media stories on their banter
• Celebs like Anjun Kapoor, Siddharth Malhotra, Bhumi Pednekar, Malaika Arora, Sonam Kapoor, etc liked and commented on the video
• Video promoted on YouTube along with Facebook & Instagram. OTT like Zee5 and Voot used as secondary medium for incremental reach
• 100 digital influencers engaged to make Do-It-Yourself colouring a big phenomenon
• Sustained #ColourAtHome campaign with actress Neha Dhupia colouring hair

Outcome

123 News features
5.7mn Organic digital reach
64% News features in consumer media spaces
5.7mn Organic digital impression
57mn Online readers tapped

Collaboration with Viral Bhayani
India’s topmost paparazzi and celebrity journalist
Wake Up to Freshness by Cinthol Lime

Objectives
The mandate was three-fold. First, increase market share of the soap brand. Second, remind consumers of Cinthol Lime’s promise of freshness. Lastly, boost consumer preference for Cinthol Lime within Andhra Pradesh (AP) & Telangana.

Strategy
With temperature hovering over 50°C, the period during March-June are extreme summer months in these two states. This season is the period when freshness is needed the most. Cinthol decided to use the ‘oppressive summer’ in Andhra Pradesh and Telangana to our advantage, and drive home the message as how using Godrej Cinthol Lime introduces ‘freshness’. Plan a series of activities that defy the scorching heat – with the express aim to own the ‘freshness space’ and induce preference for lemony freshness.

Focus on growth through Conquering Micro Markets (CMM) approach. Thus, instead of going for a mass approach for the entire state, chose Tier II & III cities, towns and select metros within AP & Telangana.

Solution
• Launched ‘Wake up to Freshness’, a PR-driven marketing campaign to bring the freshness experience directly to consumers across platforms.
• Partnered with Hyderabad Municipal Corporation to create Freshness Zones in Hyderabad. For this, selected the Annapurna Canteens run by the corporation that offered subsidised meals at INR 5 across 150 centers. Cinthol Lime and ample water gave respite to the canteen visitors from the scorching heat. Over 40,000 plus individuals freshened themselves with Cinthol Lime soap before meals.
• Initiated the first-ever virtual reality (VR) enabled experience by a soap brand, in 104 village of rural Andhra Pradesh and Telangana.
• Over 65K commuters greeted with Cinthol Lime freshness wet wipes in association with the region’s top radio cab companies. Hyderabad based digital influencers shared their freshness experiences through videos posts on Instagram.
• As the Telugu-speaking population of both states love movies, ran content across 274 theatres in Andhra Pradesh & Telangana.
• Digital creatives were used to bring out the attributes of freshness, summers, and bathing. For rural consumers, used Mobile MMS videos on Reliance JIO, a top mobile network in the region and Facebook.

Outcome
• Cinthol Soap portfolio Crossed 10% Market Share For The First Time Ever in AP & Telangana
• Highest-Ever Market Share for Cinthol Lime
• Brand Recall Score, Up From Nil
• News Coverage in CAT A Media
• Freshness Imagery Score, Increase By 16 Points
• 1M Direct Consumers Interaction
• WAKE UP TO FRESHNESS campaign
• 1.4M Digital Impressions
• 117K On-ground Impressions
• 57% News Coverage In CAT A Media
• 16.4M Digital Reach
• Cinthol soap portfolio Crossed 10% Market Share For The First Time Ever in AP & Telangana
• 45 Freshness Imagery Score, Increase By 16 Points

Overview
Among Cinthol’s many variants, the Cinthol Lime variant is the flagbearer of zesty lemony freshness. The Indian states of Andhra Pradesh and Telangana have traditionally been the largest markets for Cinthol Lime. But, its market share had become stagnant as many national players entered the market with their lime variants, affecting recall and imagery of Cinthol Lime. A declining trend was observed in Cinthol Lime’s performance in Tier II-III cities and towns.
Objectives

A month before Diwali 2019 – LAL HIT wanted to engage with homemakers and raise awareness about the ill-effects of cockroach infestation.

Strategy

Insights for Strategy:
- **Insight#1**: Diwali is when most households conduct a thorough clean-up of their homes. Godrej LAL HIT was keen to be a part of this Diwali cleaning narrative.
- **Insight#2**: Many urban homemakers, the primary target group of Godrej LAL HIT, spent substantial time on Instagram. More so during the festive season. The homemakers also tended to follow celebrity chefs.

Godrej LAL HIT decided to tap into this behaviour, to drive home an important message - cockroaches follow food everywhere, even on the internet!

- Instagrammers love sharing food pictures and like food pictures of fellow Instagrammers. This love for food is also mutually shared by the menacing cockroaches in real life. However, reaches reciprocate this love by spreading food poisoning.
- Multiple profiles of cockroaches created. Thus, delivering the brand message in a different way by creating a virtual cockroach infestation on Instagram.
- Roaches Instagram profiles had interesting names to entice the users. Emulated their real-life behaviour to get attracted to food.
- Roaches should be seen as invading personal space. Thus, these profiles liked and commented on food pictures shared on Instagram by people.
- Instagrammers get strange notifications like Cockroach_The_Boss liked your photo or Bhukkad Cockroach commented, thereby generating curiosity.
- Created actual conversations of roaches with India’s top celebrity chefs-cum-social media influencers - Ranveer Brar, Amrita Raichand, Vicky Ratnani and Ajay Chopra, along with a mix of 100+ influencer profiles (celebs + Cat A).
- When Instagram users visited the cockroaches’ profile, they came across LAL HIT’s messaging in the feed. Apply LAL HIT to stop cockroaches from ruining your Diwali.

Outcome

The Instagram campaign reached 3 million users, mostly females, with an engagement rate of 8%, urging them to keep their Diwali preparations safe from a real cockroach infestation. Most significantly, the campaign broke the Diwali clutter – an annual phenomenon that overwhelmed all forms of media in India – and established Godrej LAL HIT as an integral part of the urban homemaker’s Diwali cleaning endeavour. Clearly, when LAL HIT protects, even roaches don’t dare.

Solution

- Celebrity chefs Ranveer Brar, Amrita Raichand, Vicky Ratnani, Ajay Chopra, posted food pictures on Instagram.
- Tapped into 105 influencer profiles (celebs + Cat A) plus over 6,000 mass profiles.
- Appreciating the food, the virtual roaches started commenting and liking and commenting on food pictures shared by the top chefs.
- Chefs expressed surprise at the ‘cockroachy’ comments, leading to banter between the chefs and the virtual cockroaches.

The conversation ended with chefs endorsing how LAL HIT keeps cockroaches away and why it should be a part of Diwali cleaning.

Roach profiles repeatedly the infestation via liking/commenting on food pictures posted by regular Instagrammers.

In parallel, when curious non-celebrity Instagrammers visited the cockroach’s profiles, we put out a message: Apply LAL HIT to stop cockroaches from ruining your Diwali with the hashtag, #DiwaliIsComing.

The virtual Instagram cockroach liked and commented 6,000 food pictures in a week.
