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Foreword

India's brand communications landscape is changing fast and warranting a commensurate evolution by brands themselves. Old brands are looking for purpose in the hyperconnected era and new age brands are finding their purpose beyond the value they create for customers. These are interesting times to be a communicator.

Millennials comprise over a third of India's population. Their formative years happened alongside a boom in information and social consciousness. As customers, they respect and gravitate towards organisations that, like them, have a high sense of purpose and the will to act on it. As employees, they expect more than paycheques from their employers – a clarity of vision on environment, society and governance.

Consequently, brands must strive to understand their roles in their stakeholder ecosystem, and navigate the complex maze of communications platforms. India has one the fastest growing bases of internet users. Parallely, print and regional media are thriving, connecting the mainstream with the bottom of the pyramid. The very platforms that enable widespread reach also present risks hitherto unseen. How does a brand reconcile these trends in their communications approaches? How does it balance their social purpose with stakeholder value? At minimum it means that brands cannot deploy straightforward approaches to connect with their customers.

This merits a study of brands that have created initiatives successfully leveraging this dynamism. The Godrej Group has become one of India's most trusted brands over the past decade. Its companies have stakeholders that transcend geographical and socio-economical boundaries; yet have managed to engage them effectively.

This booklet is a collection of campaigns that exemplify their efforts to work across these boundaries, industries and communications goals. We thank the Corporate Brand and Communications team at Godrej for being forthcoming about this cause of learning for reputation managers, and sharing information on campaigns discussed herein.



Hemant Gaule

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School of COMmunications & REputation (SCoRe)

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Sujit Patil

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Foreword

As I reflect on the progression of our profession, the biggest realization is that traditional PR can no longer be a lone ranger to make a campaign successful. The past few years have seen a significant dilution of newsrooms and focus shifting towards new media. As traditional media either evolves or regresses, the traditional media relations model of PR will evolve or die with it. Going forward, PR professionals will find themselves increasingly doing work that transcends the traditional rigid boundaries of POEM'S (Paid, Owned, Earned Media Strategies). Integrating these seamlessly is also an indicator of the fact that the organisation is putting a larger emphasis on the consumer rather than disconnected individual modes which may not be effective on their own.

Authenticity in PR can come from factual narratives that can be established basis research-driven insights. An emotional bond can be created with the TG if a brand can associate itself with an honest cause. An effective way to own, set and control your brand's narrative would be to invest in your own media properties in both, online and offline spaces. Effective influencer engagement, use of digital PR and other formats viz. videos, infographics, VR, etc., can bring a consumer closer to a brand. These strategies implemented in an integrated manner have worked immensely for us at Godrej.

This brief compilation of case studies aims to bring forth some of the nuances of this new PR and communications approach that we have been experimenting since the past few years. Do not forget to scan the QR codes to see the videos associated with the campaigns.

A casual discussion with the awesome Amith Prabhu, set the ball rolling on compiling Godrej case studies. Hemant Gaule, Dean of SCoRe got involved and along with a passionate team from Godrej comprising Michelle, Deepak, Nitin and Ganesh from Elixir, we embarked on a mission to get this book ready by PRAXIS 2019! Good work, folks!

As the Indian PR business reaches to newer heights, I am sure we will all take note of the opportunities offered by POEM'S and use them effectively to deliver the best for our businesses and brands.

Conceptualised and Co-created by the Godrej Corporate Brand and Communications Team in Association with SCoRe.



#DirtyLittleSecret

Overview

In India, dry shampoo was a fairly new concept in 2016. The penetration of dry shampoo was very low, the need was to educate the consumer on the ease of use and reasons to use a dry shampoo. BBLUNT is a brand spanning across salons, consumer products and hairstyling training centres. With 22% e-commerce sales being generated just from dry shampoo, it was BBLUNT's best-selling product on e-commerce. Sensing the opportunity, the brand unveiled #DirtyLittleSecret, a campaign to educate customers and amplify the USP of dry shampoo in a quirky way and make this a category to reckon with

BBLUNT

Salons+Products+Expertise

The Dry Shampoo Anthem

Objectives

BBLUNT's main objective was to push sales of dry shampoo and own the category. To distinguish itself in the cluttered market, the brand aimed at increasing its share of voice and visibility score. BBLUNT wanted to give a boost to its website traffic in order to push digital sales.

Strategy

BBLUNT decided to put together an innovative and creative anthem which would help build a loyal consumer base out of the urban youth. As lifestyle influencers and Bollywood plays a significant role in influencing personal hairstyle and looks, BBLUNT conceptualized #DirtyLittleSecret anthem with the country's finest lifestyle influencers. It got celebrities to create buzz around the anthem. The brand decided to drive high impact saliency by leveraging its hero product and building creative campaigns – digital and on-ground around it: Back to Life Dry Shampoo.

BACK
TO LIFE
DRY
SHAMPOO



BBLUNT

View Campaign Video Here



SCAN ME

View #DirtyLittleSecret Anthem Here



SCAN ME

Solution

- Created for the mobile-first generation, BBLUNT came up with a blogger-featured music video titled #DirtyLittleSecret. In the over two-minute anthem, Adhuna Bhabani, Founder & Creative Director of BBLUNT was seen with India's 15 most-followed beauty, fashion and lifestyle bloggers, demonstrating the use of the shampoo in three easy dance steps — 'Shake, Spray, and Rub-it on for two, Keep your dirty little secret with Dry Shampoo'
- Prominent influencers featured included Malini Agarwal aka MissMalini, Scherezade Shroff, Santoshi Shetty, Anushka Mulchandani, Malvika Sitlani, Stuti Singh, and Hesha Chimah, among others
- Officially launched on the website of Vogue, India's foremost fashion and lifestyle magazine
- Celebs including Hrithik Roshan, Farhan Akhtar, Varun Dhawan and Ritesh Sidhwani joined the

Outcome

3X increase in sales of dry shampoo

3X

58% increase in search and viewership of dry shampoo

58%

130 news features and reviews

130

2.6MN total anthem views

2.6

1.3

1.3 MN minutes watched with 20% video completion rate

90%

90% engagement rate on Facebook with 8% directed to BBLUNT's website

180

180 MN women tapped

#1

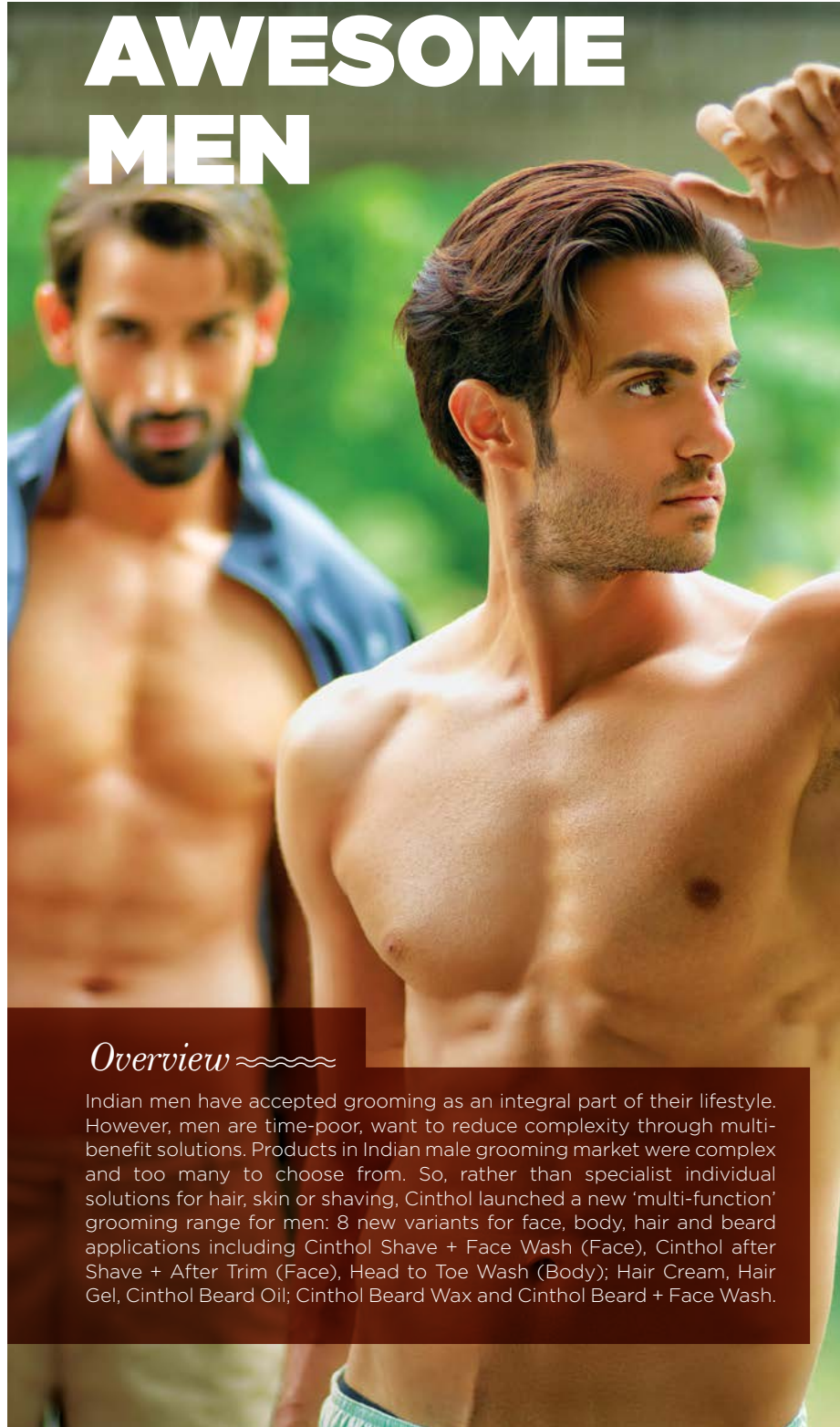
Trended #1 on Twitter



#DirtyLittleSecret movement organically on social media

- Penn Masala, the world's first and premier South Asian a cappella group, created a special rendition of the anthem
- The whole edit team of Elle, India's leading lifestyle magazine, danced to the dry shampoo anthem and created their own video
- #DirtyLittleSecret was supported by on-ground events and sampling initiatives
- Consultations and demos by BBLUNT's hair artists and beauty experts, organised at various points of sale
- A line-up of demo videos with expert stylists and a Dubsmash challenge to establish the 'shake, spray, rub' chorus of the song followed shortly

ALIVE LOOKS FOR AWESOME MEN



Overview

Indian men have accepted grooming as an integral part of their lifestyle. However, men are time-poor, want to reduce complexity through multi-benefit solutions. Products in Indian male grooming market were complex and too many to choose from. So, rather than specialist individual solutions for hair, skin or shaving, Cinthol launched a new 'multi-function' grooming range for men: 8 new variants for face, body, hair and beard applications including Cinthol Shave + Face Wash (Face), Cinthol after Shave + After Trim (Face), Head to Toe Wash (Body); Hair Cream, Hair Gel, Cinthol Beard Oil; Cinthol Beard Wax and Cinthol Beard + Face Wash.

Launch of Cinthol Men's Grooming Range



Objectives

Cinthol wanted to create a market for its men's grooming range; reaching 50,000 modern trade outlets to achieve sales of over INR 5 crores within 3 months. The brand aimed at trials and awareness of its multi-functional products. There was also a need to increase visibility for the brand on traditional and digital media.

Strategy

Cinthol's awesome men love adventure and indulge in the great outdoors. The brand leveraged its strong 'masculine' brand equity to introduce the grooming range as it is not just about feeling alive, but looking alive too. Thus, 360-degree communication campaign with the messaging of ALIVE LOOKS FOR AWESOME MEN' was created. Sports and Bollywood personalities define grooming trends. Thus, Cinthol wanted to associate with prominent male faces from these fields who are regularly outdoors, love grooming themselves and are inspiring.



Cinthol Male
Grooming

[View Campaign Video Here](#)



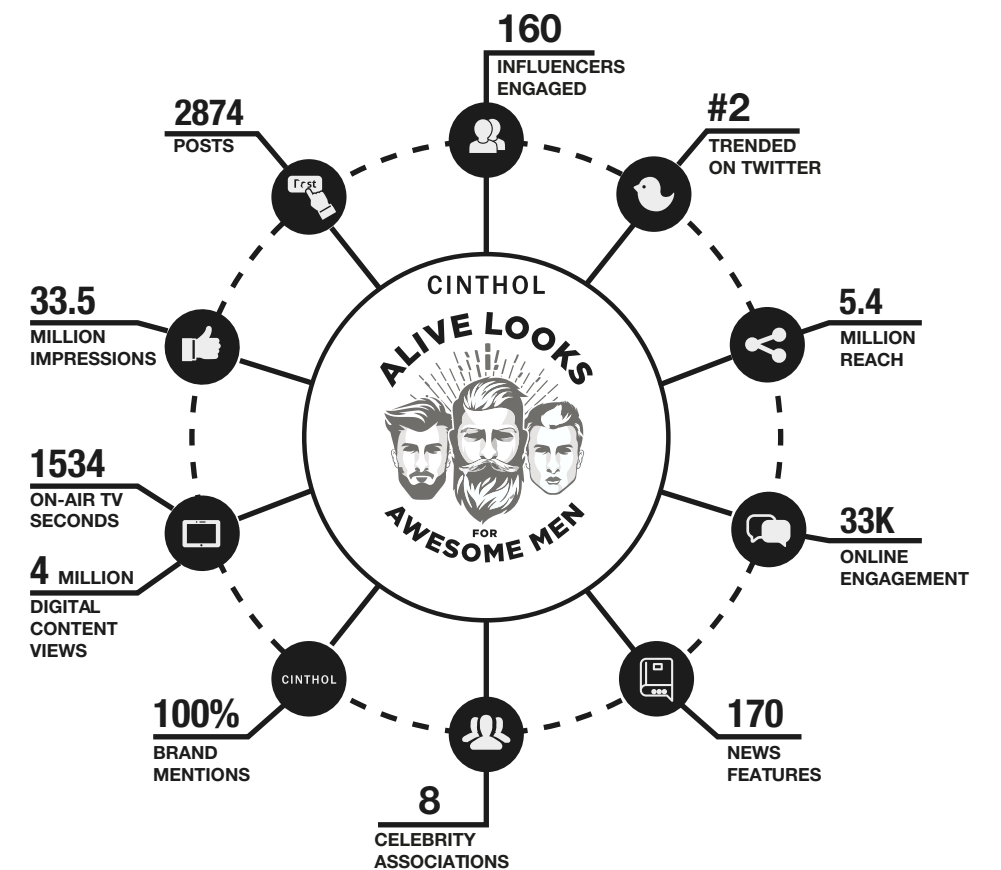
SCAN ME



Solution

- Established Awesome Men Blog to create conversations on grooming
- Brand ambassadors roped in for the launch - Actor Harshvardhan Kapoor and Asian Games 2018 Gold Medalist Arpinder Singh
- Male Grooming Fashion Show - India's 16 top models like Gobind Singh Mehta, Dushyant Singh Raghuvanshi, walked the ramp dressed as quintessential Cinthol men
- Engaged 100 male & female influencers from lifestyle, fashion, travel and food spaces for product reviews and positive organic conversations
- Launched exclusive Cinthol Look Book, as a guide for men to experiment with different looks shot by Ace Bollywood fashion photographer Jatin Kampani, featuring top Indian models
- 'How to do' grooming digital videos were amplified on social media
- Brand associations
 - Grabon Christmas Carnival Association: as 'Male Grooming Partner'
 - L'Affaire 2019: Grooming partner for L'Affaire, Cinthol Male grooming fashion show took place as main evening event at L'Affaire
 - The Dance Project - India's First Original Digital Dance Show - The Dance Project, premiered on Youtube. integration through mash-up videos with celebrities
 - Drove contextual campaigns around Indian festivals & occasions like Bhai dooj and International Men's Day, to position our grooming range as a perfect gift
 - Male influencers endorsed Awesome Men kit unboxing with image teaser & how to use videos

Outcome



When Jail Birds Sang

#HowSafeAreYou

Godrej | LOCKS

THINK SAFETY. THINK GODREJ.

Overview

Every year, over 1.2 lakh cases of home break-ins are reported in India. The reported numbers are actually akin to the tip of the iceberg. At least 70% of the break-ins never get reported because of the public perception of harassment at police stations. Many Indians have a lackadaisical attitude towards protecting their homes. Hence, it was incumbent to provide a moment of realization for consumers, and follow it with right messages to inculcate a habit of home safety. Godrej Locks, India's most trusted locking solutions provider, launched 'When Jail Birds Sang' campaign to raise awareness on the importance of securing homes.

Objectives

Godrej Locks aimed to encourage consumers to put safety first; be safety conscious. It wanted to increase awareness and adoption of home safety best practices. The brand needed to increase its unaided awareness amongst consumers from 50% to 55%; and provide a thrust to its social media equity.

Strategy

Godrej Locks commissioned a survey to understand the safety procedures adopted by homeowners across key metros. The results were shocking; the study found 56% respondents had not changed their locks in the last six months or more; 25% handed over keys to the maid; 40% handed over keys to neighbours; 41% duplicated their keys locally; 31% kept keys near windows/doors; and 11% put location-based social posts. Despite wide awareness about the importance of keeping homes safe, the survey highlighted the absence of a 'trigger' that might urge people to take stock of their safety preparedness. Godrej Locks decided to mark 'November 15' as 'Home Safety Day' to drive wide awareness and adoption of best practices regarding home safety.

With home thefts rising on an annual basis, Godrej Locks interviewed reformed robbers on their modus operandi and questioned what could have deterred them from breaking into homes. The insights from the research and reformed robbers, formed the crux of 'When Jail Birds Sang' campaign.



Locks

[View Campaign Video Here](#)



SCAN ME

[View Reformed Robbers Video Here](#)



SCAN ME



Solution

- Interviewed ex-robbers and released digital videos about their experience. They explained in detail how easy it was to break into homes. Here, the brand slipped in the critical question - What could have stopped them from making an attempt to break in?
- Leveraged research findings, released infographs on the brand's social media platforms and shared with media detailing the appalling standards of home-safety measures
- To commemorate Home Safety Day, Godrej Locks organised a panel discussion on November 15, 2017. The panel comprised psychiatric counsellor for Mumbai Police, a veteran crime journalist and historian, Godrej Locks spokesperson along with a theft victim. Amongst the audience were media, bloggers, WhatsApp group influencers, and senior citizens
- Partnered with India's biggest youth-focused news app, Inshorts
- Promoted robber's videos on Scroll.in, India's leading news website, widely read by young professionals
- Engaged WhatsApp communities on home-safety procedures
- Arranged to play the videos at multiplexes during movie shows

Outcome

1M 1 million Reach

On Facebook, the Likes on our official page grew by 108%

2676 social media posts

Over 100 news features

2.7M 2.7 million Impressions

Trended on Twitter; standing second to the promotion of Bollywood film, Padman

Brand awareness increased by 13% as against Godrej Locks own target of 7%

A post-campaign consumer study, conducted by Research now, highlighted changes in consumer behaviour vis-à-vis the pre-campaign stage:

Put location specific posts on social platforms
7%
(down by 4%)

Keep keys near windows/doors
16%
(declined by 15%)

Handover keys to the maid
17%
(declined by 8%)

Duplicate keys locally
16%
(down by 25%)

Handover keys to neighbours
27%
(reduced by 13%)



India Needs to Sleep @10

Godrej interio Overview

India is facing a bigger health challenge than ever before. Godrej Interio's consumer study revealed, 93% Indians acknowledge the ill-effects resulting from lack of sleep, but they continue to ignore the importance of a healthy sleep regime. Godrej Interio mattresses were built after years of research on sleep postures and pattern. However, only 18% of consumers were aware about Godrej Interio's in product line.

As a responsible company in the mattress and furniture industry, Godrej Interio wanted to change this while fulfilling its responsibility towards building a healthy nation. Thus, the brand launched India Needs to Sleep@10 campaign.



Sleep Well to Rise tomorrow

Objectives

Godrej Interio wanted to educate consumers that a 'good mattress' also results in 'good sleep', thereby helping body and mind alike. It wanted to be associated with sleep and hence mattresses. The brand also wanted to inform consumers about its new range of healthcare mattresses

Strategy

Godrej Interio's research revealed regular lack of sleep invariably led to various forms of heart diseases, diabetes, obesity and even depression. It further tried to identify that population segment which faced maximum sleep deprivation. The brand found that many urban dwellers, in their late-teens to 45-50 year-olds, tended to suffer from sleep deprivation.

Armed with these twin insights, the brand decided to strategically incorporate two strong messages in all it's communication:

- A faulty or badly designed mattress leads to sleep deprivation
- Regular sleep deprivation leads to multiple maladies

Sleep@10

View Campaign Video Here



SCAN ME

Solution

- Before embarking on its 'good mattress equals to good sleep' campaign, Godrej Interio gathered information both national and citywise about sleep routines and various diseases that one might contract due to prolonged sleep deprivation. The brand conducted a research to identify that population segment which faced maximum sleep deprivation
- Associated with Pulmonologist and Sleep Medicine experts from Fortis and Apollo hospitals to educate people on the importance of a good sleep. International footballer, Aditi Chauhan; and television actress Parvati Vaze, were roped in to further create conversations around the need of a proper sleep
- Armed with the data as well as support and knowledge of the experts, initiated Sleep@10 campaign through an on ground event in Delhi with wrestling champion Geeta Phogat
- Godrej Interio asked people to take a test through Sleep-O-Meter app to check if they receive the enough sleep at night. Sleep Jasoos was a fun filled awareness creating social media campaign where people were asked to click others who were caught napping at odd hours and highlight sleep deprivation
- Created a sustained channel of communication through engaging digital video content on World Sleep Day



Outcome



300+ news features



100% increase in Godrej Interio mattress awareness (From 18% to 36%)



20,000 pledges to Sleep@10



130+ million readers



210 digital impressions



100% brand campaign mentions



Over 3.5 lakh Sleep-o-Meter tests taken

L'Affaire: Evoking Five Senses



Overview ~~~~

L'Affaire is an annual brand agnostic platform from Godrej Group. It was established by the conglomerate in 2017 to engage with influencers and opinion shapers in the lifestyle space. This platform brings together Godrej brands as well as external complementing brands operating in the lifestyle category. L'Affaire is conceptualized as a one-day soirée to redefine the future of lifestyle experiences. It has also become one of the first Godrej Masterbrand brand building initiatives that is a revenue generating platform. The second edition of L'Affaire was a tremendous success, attended by 550 influencers with 25 celebrities, 26 brand partners and several media stories. In 2019, Godrej Group aspired to make its third edition even grander and more successful.

Objective ~~~~

Godrej Group wanted to strengthen its positive perception in the lifestyle space through L'Affaire 2019. The conglomerate wanted all its lifestyle brands to organically capitalise on various celebrities, consumer testimonials and influencers under one roof. Godrej aimed to amplify the L'Affaire aura by engaging more influencers and securing brand & media partnerships.

Strategy ~~~~

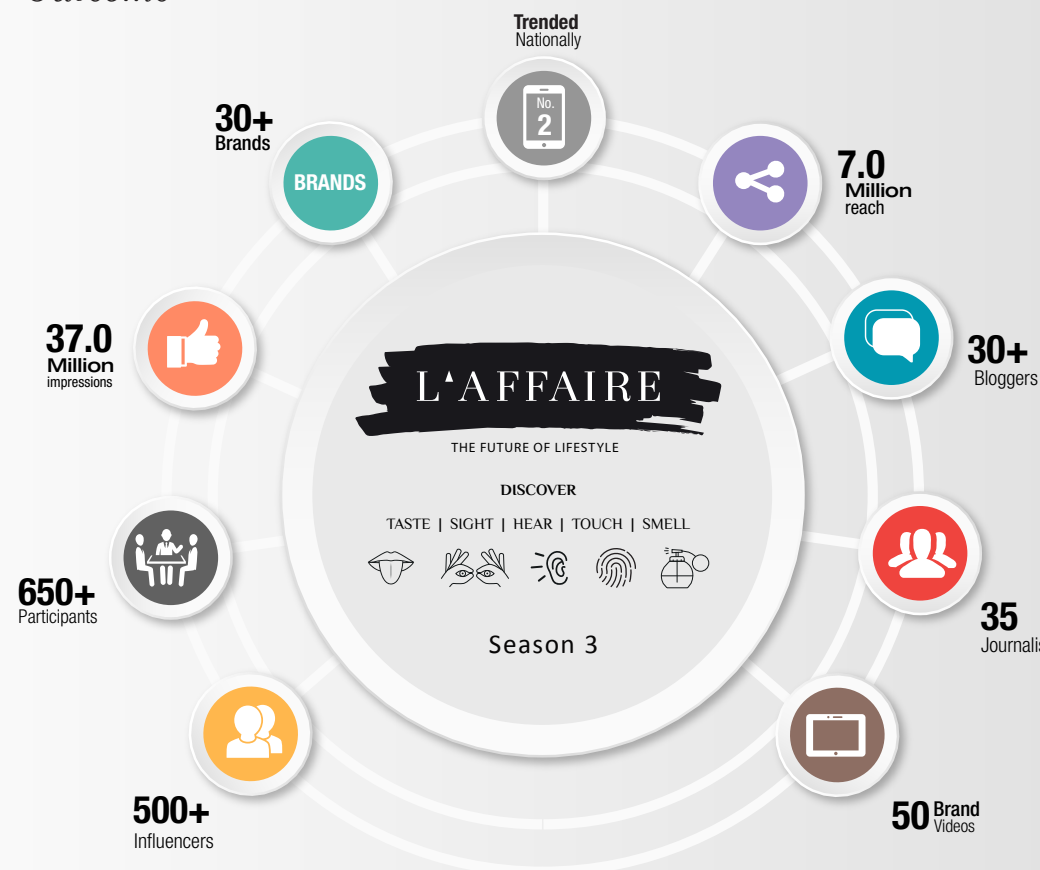
L'Affaire 2019 was themed around evoking the five senses of taste, sight, hear, touch and smell. L'Affaire had an eclectic blend of workshops, performances, photography masterclasses, food demonstrations and a fashion show. This was followed by the launch of a Godrej Food Trends Report curated by over 100 chefs from across India.



Solution ~~~~

- Celebrities like fashion designer Vikram Phadnis, ace photographers Joseph Radhik and Jatin Kampani, Chef Saransh Goila, author Kiran Manral and MasterChef Sarah Todd were all part of L'Affaire Season 3
- Content creation for all the lifestyle brands of Godrej Group, featuring various celebrities, consumer testimonials and influencers
- Barter partnership with media that had a significant footprint in the lifestyle space thus impacting both the promotions, visibility and the guest list for and at the event respectively. Partnered with two leading media platforms, in the lifestyle space, Elle and Radio One. Over and above, the team also secured editorial partnerships with Good Times (channel), Miss Kyra (Times Internet), Elle Décor, Better Photography for pre and post event promotions
- The event was split into two parts- workshops and an exclusive soiree for the HNI's in Mumbai. The workshops were curated based on the theme of evoking five senses thus ensuring the right profile of consumers showed interest in the event
- 30+ leading lifestyle brands including Jeep India, Myntra, Stranger & Sons, Boon Castle, La Cave, BBlunt, Script, etc. became partners and sponsors of L'Affaire Season 3

Outcome ~~~~



India's First Powder to Liquid Handwash – Protekt Mr. Magic



Overview

Hand hygiene is important but improper handwashing is posing threat to India. Even if Indians did wash hands, it's with water or soap bars – the breeding grounds for bacteria. The handwash market is a miniscule INR 740 crore while the bathing soap market is INR 17,500 crore. Indians perceive liquid handwash to be expensive option meant for affluent class only. The market needed an effective product! The consumers needed an affordable solution! Indians needed to inculcate a new habit! Godrej Protekt offered a small solution to a 'BIG' problem by introducing India's First-Ever Powder to Liquid Handwash - Protekt Mr. Magic at a magical price of INR 15 only

Introducing mr. magic



Objectives

Protekt's goal was to create a market for Mr. Magic by reaching out to 50 lakh households in the initial months of launch and gain over 2% market share in the liquid handwash category. To create awareness of the new powder to liquid handwash format, Protekt wanted to increase visibility through traditional and digital media along with sustained category building initiatives

Strategy

Protekt Mr. Magic adopted an approach of educating and engaging stakeholders facilitated with an experience of this unique format. To gain trust and credibility, the brand associated with doctors, health experts and mothers, the champions of hygiene and the real decision makers in Indian homes. To acquaint people with the powder to liquid handwash format, Mr. Magic leveraged content to communicate its functionality and sustainability features.



Protekt
Mr. Magic

[View Campaign Video Here](#)



SCAN ME



Solution

- India's leading Pediatrician and President - Indian Academy of Pediatrics, Dr. Samir Dalwai, became the face of Protekt Mr. Magic across 25 cities
- Mr. Magic launch in Mumbai through a panel discussion with Sunil Kataria, CEO (India & SAARC), Godrej Consumer Products and Dr. Samir Dalwai on hand hygiene
- Mr. Magic DIY (do it yourself) digital films with online and offline leading mommy communities in India like JAMM Network, First Moms Club
- TVC launch focused on the innovation and functionality of the product
- Mr. Magic School Connect Program with 47 schools and 42000+ students to combat swine flu cases in Delhi. Collective reach of 1,40,000 children and parents
- With the swine flu outbreak in Delhi and Rajasthan, awareness campaign on India's top radio stations (Radiocity 91.1FM, Fever 104 FM & My FM)
- Free experience zone at Kumbh Mela, world's biggest religious gathering with 130-140 million pilgrims
- Associated with PRAXIS, India's largest weekend gathering of PR practitioners; 1,000+ samples experienced by over 600 delegates
- Hand wash stations established at restaurants / food joints in South India

Outcome



India's First Platelet Donor Community by Godrej HIT



Overview

In India, dengue emerged as the biggest threat to public health. With 500% hike in dengue cases between 2009 and 2018, platelet availability was an issue as it cannot be stored for more than 5 days. Godrej HIT aimed to build a ready pool of platelets donors big enough to save lives of patients

Objective

The brand aimed to create India's first platelet donor community. To establish this platform, registrations of donor was a must. The brand commissioned a survey that states 94% of citizens are unaware about the critical level of platelet count below which platelet transfusion is required. The report informed that 80% of citizens are unaware that platelets cannot be stored for more than 5 days. Acknowledging this gap, Godrej HIT focused on educating citizens on platelets and its donation

Strategy

To put together a platelet donor community, Godrej HIT needed the right medical partner to ensure the last mile platelets connectivity. Thus, it strategically partnered with Apollo Hospitals. In 2017, Godrej HIT launched the community in metro cities with HIT track the bite app, a website and 24x7 helpline - 7878782020. This facility was not just for patients admitted in Apollo Hospitals, patients from other hospitals could also access the helpline and the helpline would find a matching donor for them



Godrej HIT

View Campaign Video Here



SCAN ME

Solution

Phase 1:

- The dengue situation was at its worse in Delhi, hence Godrej HIT launched India's first platelet donor community in the city. Event attended by 60+ corporate, brand marketing and health media
- Brought back a long-forgotten Facebook feature of 'Poke'. A dengue mosquito poked people on FB on World Mosquito Day and urged people to register
- Bloggers, popular Indian actress Kalki Koechelin, a dengue survivor herself, supported this cause and urged people to register as platelet donors, on the occasion of World Mosquito Day

- Partnered with Frapp - a web based platform for college students, engaging 2500 students

Phase 2:

- Gave credibility to the helpline, registered as The Platelet Donor Helpline on Truecaller
- Created customized mobile-only Youtube ads based on what viewers were looking for. While people watched their favourite videos on Youtube, our ads played and it had a SAVE button. On clicking SAVE, helpline number was saved on mobile
- When people tweeted dialogues of iconic Bollywood dialogues on Twitter,

the brand sent real-time audio responses using the same voices. It urged them to register

- On Ketto, created a profile of Platelet donor community. However, we didn't ask for money but asked users to save the helpline number
- In 2019, National Dengue Day, released a digital film featuring the true story of a dengue patient's family and how helpline helped. This film was shared by patrons across social media platforms
- Hyper-local communication in Mumbai, Delhi NCR, Kolkata, Ahmedabad, Bangalore, Hyderabad & Chennai as and when dengue cases increased

Outcome



2500 student ambassadors
ORGANICALLY drove
40000 registrations



We educated **5M**
people across 5 metros
on platelets & platelet
donation

125000

These 125000+
registrations were
achieved in less than 100
days

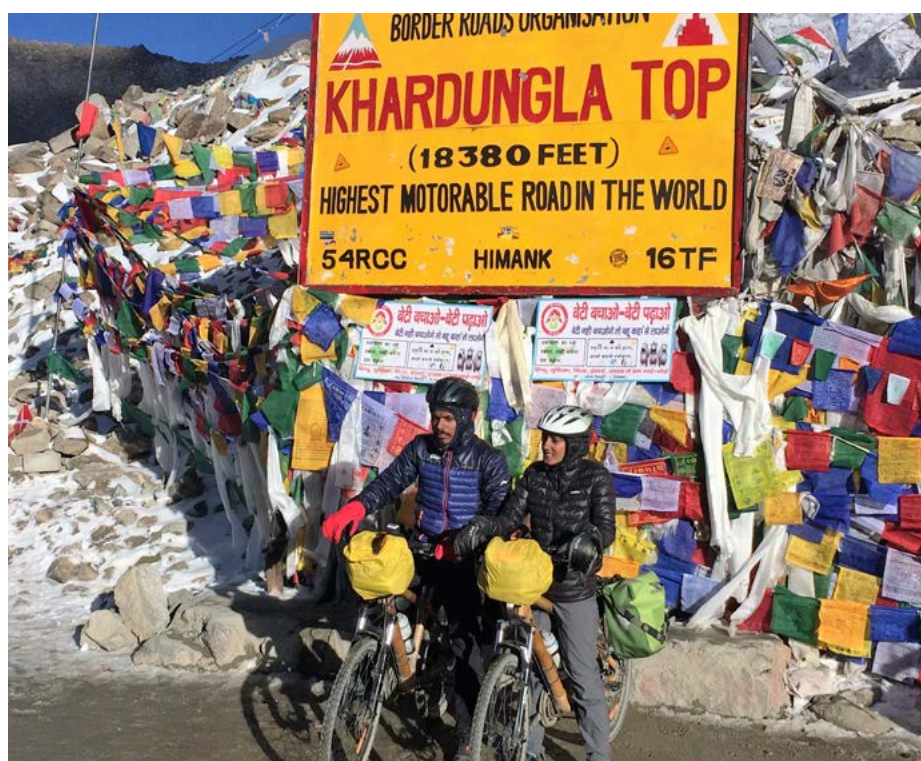


Our PR reach was 22mn+,
of which our **digital PR**
alone was a whopping
2.5Mn +

Impact - 8 CRITICAL LIVES saved till date and we are committed to save more



Cyclists for Change



An Expedition for Girl Child Education

Godrej
BAMBUSA

Overview ~~~~

The girl child in many Indian homes often misses out on even basic education as she is considered a liability – raised only to be married off at a young age. Godrej & Boyce – the holding company of the \$4.5 billion Godrej Group – has been engaged in educating the girl child as a part of its CSR programme. In July 2016, the company through its premium bicycle brand, Godrej Bambusa, planned an ambitious programme to raise funds as a crowdsourced contribution for girl child education. It organised a two-member cycling expedition from Kanyakumari to Khardung La Pass in Ladakh.

Objectives ~~~~

Godrej & Boyce focused on raising nation-wide awareness about the importance of educating girls through this initiative. After getting the attention on the issue, the company wanted to have an actual impact by collecting funds which can be used to facilitate education of girls.

Strategy ~~~~

Cyclists Prisiliya Madan and Sumeet Paringe partnered with makers of Godrej's sustainable bamboo-framed bikes, and an idea was born – a ride across the length of the nation to raise awareness for girl child education. Radio had to be leveraged in a big way to reach out to the economically weak. The 4,400-km expedition route was made sure to pass through important media centres such as Bengaluru, Hyderabad, and New Delhi. Cycling groups and bloggers were invited to travel with the cyclists and support the cause on social media

Cyclists for
Change

[View Campaign Video Here](#)



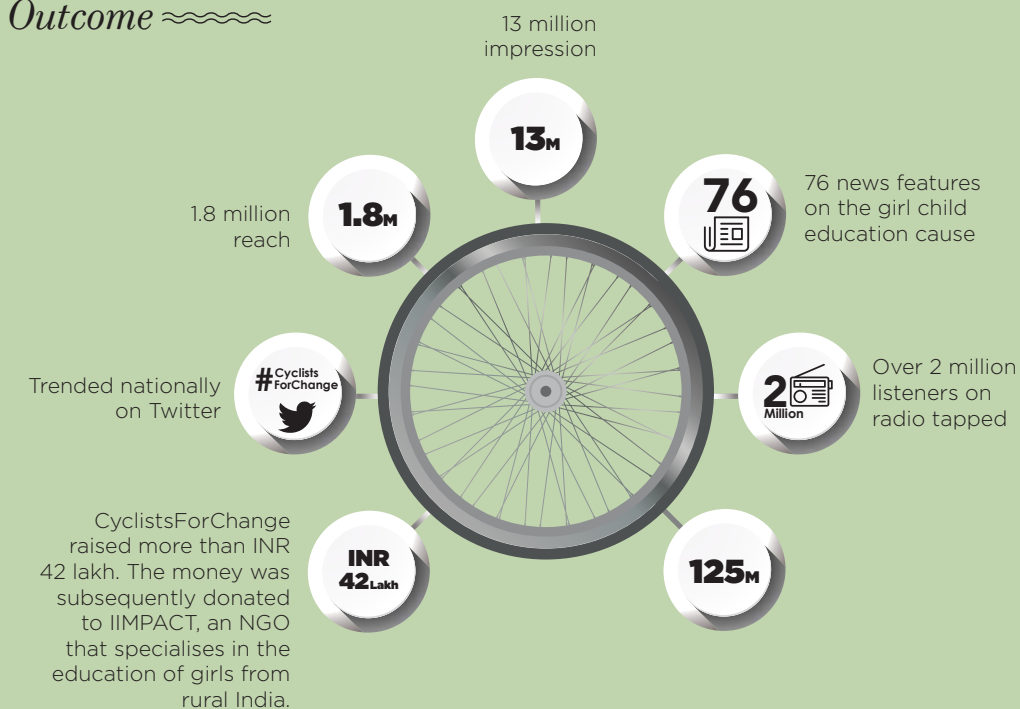
SCAN ME



Solution ~~~~

- Before the expedition was flagged off in Kanyakumari, interviews of the two cyclists on popular radio stations like Radio City, Radio Mirchi and Radio One, focusing on the expedition's objective and an appeal for donation were broadcasted
- Interviews in Kanyakumari, Bengaluru, Hyderabad, Bhopal, Delhi, and Chandigarh with media and bloggers were organised. A total of 40 journalists and bloggers were engaged during the entire campaign
- Two major cycling groups - Hyderabad Cycling Group (1,309 members) and Bangalore Cycling Club (5,239 members), and 20 individuals travelled with our cyclists across Andhra Pradesh and Karnataka. Later, these cyclists shared their experience with #CyclistsForChange on Facebook pages of their individual groups, which were subsequently picked up by eight other cycling groups
- Prominent travel writer & blogger Nivedith Gajapathy interviewed the two cyclists, and upload videos on social media. His posts also appealed for donation
- In sync with the government's own campaign of Beti Bachao Beti Padhao, the cyclists recorded a video appealing to the Prime Minister's Office for donations. The video message, tagging the PMO, was posted on all major social media platforms – generating hundreds of retweets

Outcome ~~~~



Just laugh, S.I.N.G, and Be Secure



#IAmSecure



Overview

India is the land of Karma. People don't believe in equipping their homes with smart security solutions. Currently the home smart security solutions adoption rate is 7%. This behaviour exists at a time when the crime against women and children are recorded to have had an increase of 95% and 19% respectively in a metro city like Mumbai. The biggest impediment observed is security solutions are cumbersome to install and operate. India's leading security solutions company, Godrej Security Solutions (GSS), wanted to offer a solution to this problem. Thus was born the range of Wi-Fi enabled DIY (do-it-yourself) home security camera, EVE, and wifi-powered video door phone, SeeThruPro

Objectives

GSS wanted to create awareness on the importance of proactive personal and home security, the value of installing security systems, and inspire adoption of India's first wi-fi enabled DIY home security camera range, EVE, among customers.

Strategy

To instil confidence and drive awareness on proactive security measures, GSS relied on humour and empowerment through TV celebrities and media. It decided to move away from inciting fear psychosis to market. GSS observed women, the key decision influencers in matters of security of loved ones at home, were not being engaged and informed. And that explained why the adoption rate of the security solutions across the country was abysmally low. Thus, GSS wanted to have a focused approach on engaging them. The brand focused on two biggest metro cities - New Delhi and Mumbai as these were microcosms of urban India.

Just Laugh, Sing
and Be Secure

[View Campaign Video Here](#)

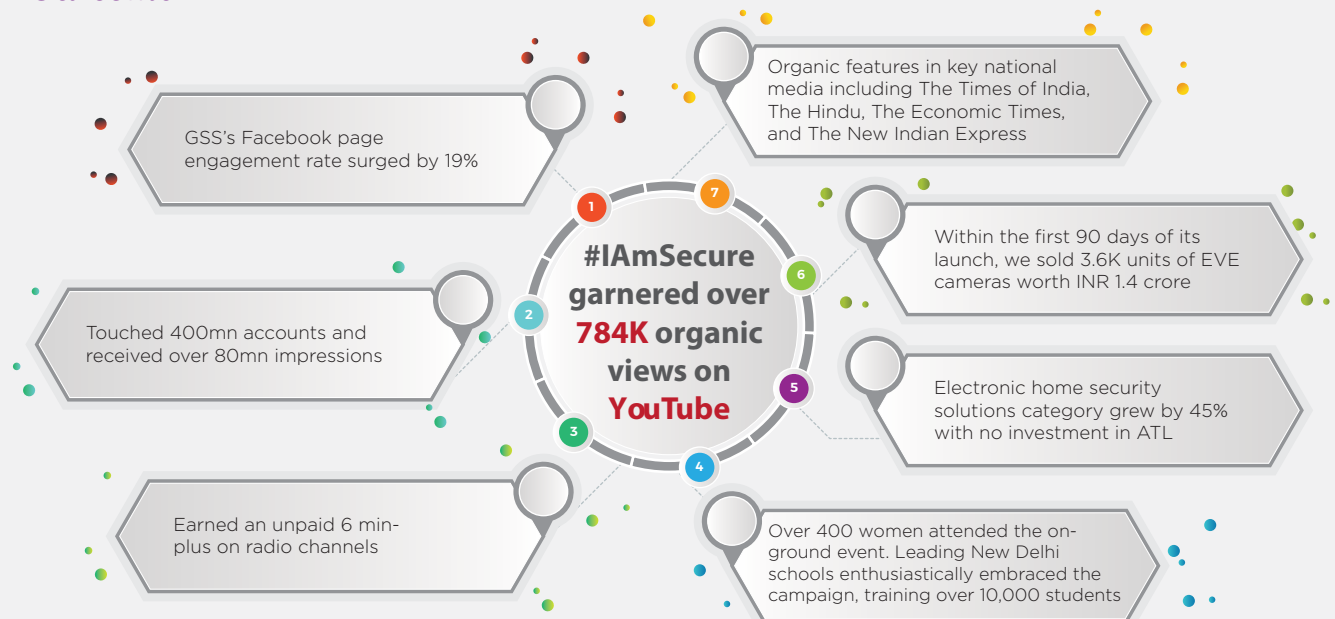


SCAN ME

Solution

- #IAmSecure started with women security and gradually expanded its reach to include self defence training to school kids. The campaign was crafted to instil confidence and prepare women and children to fight back in times of adversities and adopt home security solution. #IAmSecure, altered this perception through a campaign keeping women and children at the centre
- GSS roped in leading stand-up comedian, Atul Khatri for an open for all public performance in Mumbai and Delhi. He poked fun at the security preparedness of the citizens taking a humorous take on the need for security
- Model-athlete Sandhya Shetty demonstrated SING (hits to solar plexus, instep, nose and groin) technique of self-defence in the two cities
- A discussion with security expert, police representative and legal expert, broke myths, assuaged apprehensions and altered misplaced perceptions related to security
- On Mother's Day, several leading celebrities and influencers from television, movies and hospitality (Chefs) were sent personalised note along with EVE camera's which highlighted how mothers help build a safer home
- After all, a safer home today leads to a safer country tomorrow!

Outcome



Donate a Warm Hug it's Ezee!



Overview

Winters get harsh for underprivileged children in North India who cannot afford woollens. In order to protect them from harsh winters, Godrej Ezee Liquid Detergent embarked on Ezee Hugs, a humble initiative to urge people to donate their woollen and reduce the winter related hardships of underprivileged children. Since its inception in 2013, Ezee Hugs mobilized and redistributed over 2 Lac plus woollens. In 2017, the fifth year of the initiative, Godrej Ezee wanted to maximize 'reach' effectively in the shortest possible time.



Ezee Hugs



Objectives

Godrej Ezee wanted to reach 10million people in Delhi-NCR within first 30 days of winter for donation of woollens. The brand set a target to double the woollens donation count by engaging a larger population through traditional and digital media in the shortest time span.

Strategy

Deployed a two-stage strategy that combined 'Benefit-First Communication' and social proof through 'Influencer-led Media Strategy' to deliver the message. Godrej Ezee began by not only telling its audiences why they should be "doing good", but also showed them how in doing so, they would be doing good for their own children as well. Social Proof was engaged by driving key social media influencers to demonstrate the act of donating along with their own kids across platforms. . Finally, advocacy was driven through relevant endorsement in the form of a Noble Laureate - Kailash Satyarthi



Solution

- Kick-started Ezee Hugs on Children's Day through key social media communities (mothers) like UNIMO, JAMMS, among others in Delhi-NCR. Mommy influencers pledged their support to the cause and urged other moms to do so as well
- Noble Laureate, Kailash Satyarthi not only urged the citizens of Delhi-NCR to join the initiative, but also supported the redistribution of collected woollens to needy children
- Delhi's leading e-commerce chain, Grofers, joined us and mobilized door-to-door pick-ups. In-app banners urged customers to keep their woollens ready at the time of delivery, and delivery representatives hand delivered cards against each order urging their customers to join the cause
- Corporates, schools and pre-schools added to the network
- Digital media focus helped us mobilize woollens faster than expected

Outcome

