

Integrated Marketing Communication
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Lecture – 30
Case Studies

Welcome back, friends. This is the last section regarding the integrated marketing communication plan and planning, which we are discussing. Now I would be very brief in discussing the role of advertising agencies in IMC planning because we have touched upon this section with a slight elaborative perspective.

And while initiating this section, I mentioned that hundreds of people are involved in developing integrated marketing communication. So, we must acknowledge the aspects while thinking about and structuring the plan. And I would not say that advertising agencies are not the ones who are developing integrated marketing communication plans.

They often do that, but most of the time, the marketing department and especially the communication division of an organization's marketing department do that in accord with these advertising agencies or integrated marketing communication agencies, and we have already talked about that. Several kinds of IMC agencies, full-service agencies, or specific organizations work. So, they have divisions, and they have people, they have experts who support you or independently along with their team, develop integrated marketing communication plans.

So, they are the ones who bring in the assessment of the brand's value, the external environment, and opportunities and threats because most of the time, they have research divisions that continuously apprise them of what is happening around them. They go for longitudinal marketing research, which can be specifically utilized by the organization concerned or the product concern or for whichever purpose we are trying to put up the plan.

And because in the last section, I almost mentioned political parties, for example. So, the marketing research organizations focus on the thought process of the voters and the electorate. They have that kind of data, building up longitudinal research, knowing what is happening, and having a feel of the ground.

They have some structured analysis also, and their sample can vary definitely. I will not go into

those kinds of details, but for that, you can also refer to the IMC research section and other marketing research books. So, they keep assessing the brand strength, especially in terms of value, and there is a whole lot of a process of analyzing and calculating value.

And then, what should they be looking at in terms of their advantage or disadvantage of environment. And then their significant role is to translate the current marketing plan and marketing status of the brand, they are focusing upon the marketing aspect which now should be looked upon concerning advertising objectives, again communication.

So, we might talk about the brand value chain wherein marketing investment is an essential element. If you want, you can refer to Keller's book, and you will realize how that guides us in thinking about communication. So, that is where market assessment and market status motivate the advertisers to think in terms of advertising objectives and advising strategies.

What kind of events should they be organizing? This morning, I was only talking to some of my students from the management program. And one of the students mentioned two footwear companies, wherein one footwear company was associated with a sports event and officially associated with the sporting event. And the other, which was not associated with that sporting event, still got the more considerable advantage.

Because somehow they had that particular kind of advertising strategy that worked for them. So, that is where the class presentation was around these lines only. What kind of finished advertisements and integrated brand promotion material should they be having to for being taken to the customers, media placement, and execution of marketing campaigns. What? When? Where? Those kinds of considerations, we have talked about it.

But here, you must remember that integrated marketing communication companies. They have people who keep thinking about all the elements we have discussed in accord with the marketing teams of the organizations. Suppose organizations do not have elaborate marketing teams and focus mainly on sales. In that case, it is primarily the job of integrated marketing communication companies. If organizations are large, they have people to go to in discussions. Now I will be taking you through specific case studies, which are narratives. These are very well-known case studies. There are books written on these organizations. Their integrated marketing communication campaigns affect those we all know as very specific established brands.

Indians love them, and this case study's short narratives would strengthen the arguments we have built around in the past three sessions about the integrated marketing communication plan, its importance, its elements, and so on. I will be reiterating a few while elaborating on these cases and the rest. You may fetch from different sources, especially when you read about these cases

through various sources and books written on them.

So, first is Amul. One of the most beautiful campaigns India has seen. Amul is synonymous with butter in India, and you see Utterly Butterly Delicious. I do not think that any Indian would have missed it. Somehow whichever category of consumer he belongs to, whichever demographic profile he belongs to primarily, he would have sung this utterly butterly delicious once or at least taken this name, Amul. So, in 1966, Amul hired an advertising agency to design a new ad campaign for Amul butter; this is a famous incident. They hired a renowned advertising company that developed an ad campaign as a series of hoardings with topical ads relating to day-to-day issues.

Now you see, those days outdoors were, or hoardings were the most prominent methods. You had extensive hoardings everywhere in central locations of the city, around the circles and major roads and you had to paint them. Amul decided to think about coming up with several themes associated with that particular Amul butter campaign.

And then, they brought in pertinent day-to-day issues which connected not only the social dots but also the culture and the behavior of people all around through Amul Moppet, which this campaign launched in 1967 shows wherein 'Charni Road' billboard in Mumbai came up, and this utterly butterly Amul girl was born, and people say that she has not grown an inch.

Since basically, this beautiful girl, a tiny little girl, has become a part of our lives. While I am narrating this, I assume you are going through all the elements discussed in the preceding sections. We have mentioned situation analysis, budgeting, other aspects of objective and task, and several parts of execution and evaluation.

And then you see this, a thumb-sized six-year-old girl in a red polka-dotted dress, blue hair, round eyes, chubby cheeks; she winks at you. And similar kind of a campaign they put up on television which I remember. And I do not know how many of you have seen that on the internet? When this girl used to swing by a rope and used to go from one tree to the other.

And beautiful, utterly buttery, delicious Amul sound used to come. And you see that exquisite attention, incredible attention from all sides. Friday to Friday, a star was seen in the new avatar every Friday. That is what their theme process was basically. That is how they intelligently structured this campaign. Now, I want you to think back that they have been selling a butter

product that is otherwise a part of our lives- a product that can be branded, a product which may not be so effectively required. Because butter we consume with bread and with so many things you need, they would have sold it just like Amul butter. But then I would draw your attention to the fact that utterly butterly delicious not only sold that butter to the largest of the levels but is still doing very well.

That also helped Amul in going for several products. I do not know if this utterly butterly delicious is large or Amul is equally significant in terms of as far the recall perspective is, or they both gel with each other. Amul is a colossal name, but they gel with each other so much that you cannot separate them. That is what the point is, and that is where the power of integrated marketing communication and integrated marketing communication plan comes in.

And thanks to the advertisers and marketers related to that. So, these ads focus more on popular events related to social culture and politics, sports, and cinemas to create stories. So, that was what they were going for. They were touching upon sports, society, politics, everything, and you see, this is one of the longest-running campaigns in the world.

You can check up on it, there have been 4000 utterly butterly hoardings which is very large. So, go through the details; if you can fetch that book, 'the Amul story', it would be remarkable. And that will help you understand how brands are being created with the help of beautiful, integrated marketing communication planning and lots of creativity which you will be touching upon in the following sections.

There was no television in the 1960s precisely and the only media available for advertising was press outdoor cinema, and as I said, they focused on the outdoors. There was a specific cinema go-over. So, they went for clippings also, and those days were the slide-based kind of appearance of advertisements in cinemas as well, and background sound was there.

So, the prominent speaker-based sound was utterly butterly delicious, and there were no sophisticated speakers. So, radio was a significant kind of avenue. So, for radio, a jingle was composed using the slogan utterly butterly delicious. And to bring to your notice, mention it as far as the sound goes and let us see what happens? So, listen to it and see for yourself how it worked.

Remember the short clip regarding this jingle that came on the radio, but it worked. And the timing chosen was wonderful mornings whenever families were together, and it was practically planned to reach the customers' minds at the end of the day. And she has become a mascot for

almost all Amul products, despite Amul's attempts to see her as a mnemonic for their butter only.

But still, as I said, this iconic perspective is utilized through solid and robust planning that supported them in all the other endeavors they were making. I mentioned that one effort could also help your lines and your width. Topical ads pose a challenge; they must appear immediately after the issue breaks out. They lose their immediacy. But you see, these are one of those campaigns, or Amul is one of those campaigns wherein theme and style remain unchanged for a very long time. And nearly five decades now, that is a very, very large period. Wherein you are carrying forward, there comes in all the rationality associated with budgeting, cost, and whichever way you want to look at it. And rest is up to you to think about what kind of brand equity and strength it holds in your lives, in your minds, and so on. Now let us briefly mention the critical element of Amul's success, consistency.

So, this remains there for a very long time, utterly butterly delicious. Simplicity: simple ideas, events, and creative communication. Humorous appeal, and then attributing the culture and pride of India: The taste of India. You are touching the cords of Indians about being a part of their lives. And then all the stories related to whatever is happening in our country.

And you all know that the inception, the origin of Amul was oriented towards the development of communities, people in the villages. So, it was not just a business and marketing effort but it was related to developing communities, and it has been a national pride all through quality and variety of product offerings. So, it was supported by their successful integrated marketing communication plan,

So, the strategies message in terms of symbols, signs, and images, which they have communicated through Amul girl. A patriotic feeling, use of humor, ordinary English language, Hindi plus English they have started calling it the Hinglish language now. Emphasizing more on brand rather than a single product and huge expenditure and advertising but with lots of rationality.

And if you will look at that with the perspective of percentage minimal, that is, total ad spend is even less than one percent of the net revenue, which is very rational. Suppose you compare that with several other organizations that are spending much more. You can find that data through several statistical sides or databases. In that case, we often use it and so on. So, there you will find that Amul is one of the rational spenders.

Media choices we have talked about, outdoor media, hoardings, and billboards have been their primary stake. They broadcast media for a long time, then cinemas, magazines, newspapers, the internet through independent websites and portals, and so on. And for competition analysis, you may look into statistics, as I said. I would not specifically mention what others could not do.

And now, I am coming to a significant case study- Tata Tea's 'Jaago Re' campaign was very effective. Amul had a different kind of perspective. They started their journey in 1960 and came along as far as five decades or so. The 'Jaago Re' campaign is relatively contemporary, so I have chosen this to mention here. And the most crucial element of Jaago Re is that, as Amul touched upon social factors and their integrated marketing communication plan encompassed the values-based aspects of society and culture.

Jaago Re also focused upon that, and this has got a particular mention in different kinds of discussions around the globe. People have written several case studies on this campaign, as well as in the case of Amul as well.

So this was launched in 1985, and when Tata tea came up with poly packs in as far as packaging goes in terms of tea. And the brand was built on the support of a garden-fresh story with the platform of Asli Taazgi. So, the freshness was the mainstay in terms of the positioning of Tata Tea. As we all know, Tata Tea holds a very prominent place as far as the whole tea market goes in India and several other countries.

So, now from a single variant. This went for several associated brands, Premium, Gold, Agni, etc.

And the more significant focus was on the youth. Their marketing research and integrated marketing communication research worked for them. Thanks to their marketing team and advising organization supporting them, they would have gone through that extensively. So, the objective was to awaken the youth for a specific campaign 'Jaago Re'. The aim was to revive the child to cast their votes and make a difference in the political leadership of India.

India has been focusing on building political integrity since its independence and we have been working towards that, regardless of several political parties involved, and everyone has been contributing there all through. But this campaign focused on awakening the youth and associating them with that thought process.

Not only as aware citizens, but to come forward as future generation leaders. Recently we have seen several young leaders entering the fray and entering active political life serving people and from several political parties. So, the new positioning was related to a brand of tea that not only wakes you but also awakens the consciousness in you.

Related to the democratic values, related to the strength you have, related to the values which India has been nurturing all through, and the critical communication message was for youth, probably at the time was trying to awaken themselves up or probably the marketing research would have told that they are slightly deviating towards becoming indifferent whichever way you look at it positively or slightly, not so positive.

But then this campaign focused on involving them in their awakening, and it worked. And I do not know the role of this campaign in awakening the youth altogether, but it is working.

So, 'Jaago Re' became prominent. It began as a movement in 2007. Tata's tea campaign is about liberation and empowerment, as we all know, and the whole idea of awakening is integral to tea. So that is how people look at it, and many times—some parts of the campaign. I remember wherein this person comes back home, and his spouse asks him if he has cast his vote?

And that part wherein awakening towards becoming an active citizen executing your voting rights was the mainstay of that particular portion. So, when many people did not go out to vote, governments have been continuously projecting the importance of coming out and voting. So, this campaign took that to the forefront, which is how they went ahead.

And this is aimed at awakening the masses and alerting them to their responsibilities. And then, Tata Tea used some attractive advertisements to encase the youth into the Jaago Re campaign. Listen to a clipping, and you will realize you will recall how they did it? And remember, we are talking of an integrated marketing communication plan.

And I will be addressing these kinds of things separately, later on. Then visitors were led step by

step through the process of registering to what? Television, radio, internet campaigns, and social networking sites Facebook, Twitter, and online ads were continuously brought in, and outreach programs for on-ground activities on college campuses and offices were also designed.

Because you have to generate a discussion in dialogue amongst youth and social business, we are discussing integrated brand promotion. So, here you utilize several kinds of events to complement the advertising you are doing. The task of the media was to build awareness, connect with the youth of India, engage them in a call to action, and build brand equity for Tata Tea.

And the results, campaign recognition, as several referrals say, was 86.3% against the benchmark of 63.4%, which they decided. And remember we had talked about evaluation, how to evaluate? What to evaluate? So, here they are talking of brand recognition as an evaluation benchmark brand association jumped to 98.8% against the benchmark of 39.5% over 6,00,000 people registered to vote at Jaago Re.com.

And Jaago Re campaign consistently won 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. It did exceptionally well. So, this section elaborates upon the evaluation criteria they chose.

And this also exemplifies the methodologies they would have gone through in judging what they wanted? And what happened? And definitely, awards are the testimony, and awards are one of the modes wherein the independent jury, judges, and people are involved in rewarding such efforts. They also measure the effectiveness of whatever has been done as far as this particular campaign goes through their methodologies.

So, that also becomes a measurement criterion and benchmark for achieving one's objectives in terms of an integrated communication plan and program. So, this is where I rest the case of integrated marketing communication. I sleep the integrated marketing communication planning issue, and I hope we have justifiably gained an insight into how the plan is developed? How does the strategy work? And how important is it? To take us to the levels we decided for ourselves.

There are hundreds of testimonies to that. Amul and Jaago Re are one of those successful examples which give us that insight. Goodbye, see you in the next section when I will be talking about several other exciting elements of this mesmerizing world of integrated marketing communication. Thank you.

