

# PANACHE

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# CHANGING CONSUMER ATTITUDES AND ASSOCIATIONS

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## Introduction:

Listening to the term "Hijra", our mind goes back to images of a traffic signal where people are being tapped on the shoulder by transgenders asking for money. The attitude of society towards transgenders is very negative and there are certain associations (particularly fear) that are rigidly formed about them and their way of life. Anyone can easily stumble upon them at signals, trains, bus stops where they are forced into begging. But they are capable of much more.

Brooke bond Red Label in association with YR Films has come up with a campaign to change society's attitude towards transgenders and further the cause of gender equality.



## Brooke Bond Red label six pack band

Red label in association with YR films has launched India's first transgender band, "the Brooke Bond Red Label 6 Pack Band". The band comprises of 6 transgender singers hailing from the Hijra community of India.

The initiative by Red Label has tried to give voice to the Hijra community's unshakeable spirit and the medium it has used is Music, a language that connects every Indian. The album has released its first song, "Hum hain happy", inspired by the Pharrel William's popular song "Happy". The song amuses the listener with its Hindi lyrics and goes like, "Because I'm happy, khush raho, nacho gao, aao bajao taali". The act of clapping is one of the elements that people characteristically associate with the Hijra community and it has been placed in the song to alter and modify those associations to link the act of clapping with happiness. It is also symbolic of the resilience shown by the community in the face of adversity. The lyrics have been carefully chosen to address the target audience "When your girlfriend gives you grief... the wife asks for the sun, moon and stars... Be happy, sing, dance, come and clap along."

Red Label has also used celebrities to facilitate the change in the attitude of the people and the society at large. The video starts with a voice over of Anushka Sharma, "The third gender is ignored by most, tolerated by some, misunderstood by all. In India, the 'Hijras' are a community almost in exile." The video also features Sonu Nigam who is dancing with the transgender singers.

"Build it, and they will come" only works in the movies. Social Media is a "build it, nurture it, engage them and they may come and stay." – Seth Godin

**The functional approach of changing attitudes:** By coming up with an ad that busts gender stereotypes and challenges the beliefs of the society towards transgenders, it states that they are capable of achieving much more in life and should not be discriminated against. It challenges the society's belief that transgenders are all together a different community and that there is no place for them to live as equals in a civilized society. In consumer behaviour and research, this is called "The value expressive function" which maintains that attitude reflect consumer's values and beliefs and marketers can create ads that either support or refute these notions. By indicating this here it appeals to the society to be more inclusive.



**Associating brands with worthy causes to change attitudes:** Red Label in its recent advertisements has associated itself with "brewing togetherness". The live-in relationship TVC was an unconventional blend of modernity and tradition. Another TVC focused on overcoming religious prejudices. Thus, Red Label has been a brand associated with bringing people together. With its latest initiative, Red Label is trying to reinforce its positioning in the minds of the consumers. By associating itself with the cause of gender equality, it is embedding in consumers the notion that Red Label is a welcoming brand that brings us closer by breaking barriers over a cup of tea. Thus, there is a match in the ideology between sponsors and the cause, which would result in more favorable consumer attributions. Associating the label of Red Label with the transgender band and calling it "the Brooke Bond Red Label 6 Pack Band" is intentional to enhance recognition and increase consumer recall. Since the whole cause has been furthered with the help of Music, it has a better chance of changing attitudes as music is a way of connecting people. The song that is a poor man's favourite can also be a rich man's favourite, a song liked by a Hindu may be the same



which a Muslim may endorse. The song is catchy, the lyrics relate to the common man and hence there is a chance that people would listen to it repeatedly and this may expedite the process of bringing about a change in attitude. The video has already gone viral with 5.2 lakh views on YouTube within two days of release.

Also, the video rates very high on catching the attention of the people as it is based on a concept- "a transgender band"- that nobody could have imagined would be taken up by a brand. It has elements of shock advertising and holds the viewer right till the end.

**Conclusion:** This example points to the notion of changing consumer attitudes and how brands can benefit from changing and attacking stereotypes. Red Label has used a well balanced approach to change consumer attitudes and associations towards a belief held by the society from a really long time.

# DIFFUSION OF INNOVATION- TATA SWACH WATER PURIFIER

- Srikanth Sridhar, PGP1

Tata Swach silver-based water purifiers were introduced in the Indian Market by Tata Chemicals Ltd. (TCL) in the year 2009. Their vision was to reduce the impact of water-borne diseases especially in rural India which has limited access to drinking water and electricity. These products have a multi-stage purification process, and was sold as the "world's cheapest water purifier" for household use. It was positioned as a water purification solution for the Indian housewife which helps her achieve her mission of providing safe drinking water to her loved ones. TCL has clearly identified the cultural stereotype of a typical home-maker who is works hard at household chores while caring for the safety of her children. There is sufficient market research to show that usage of cultural stereotypes makes for better recall and consumers feel that the product is relevant to them.



## Diffusion of innovation- Required parameters

Diffusion of innovation is a macro process by which the acceptance of an innovation takes place among members of the society (or market segments) over time. The diffusion of innovation theory has identified 5 primary characteristics of the innovation that determine whether the consumers would accept it or reject it.

1. Relative advantage, which indicates its superiority over other alternatives which perform the same function or satisfy the same need.
2. Compatibility, which is the degree to which the innovation conforms to the beliefs or lifestyles of the individual. More compatibility ensures quicker diffusion.
3. Complexity, which is the degree to which the target consumer finds it difficult and complex to use. More complex it is to use, less likely that the consumer will accept it.
4. Trialability, This measures the ease with which a consumer can try a product for the first time. Smaller introductory packages at cheaper prices makes it more trialable.
5. Observability- The ease with which the product's benefits can be observed – also a measure of tangibility.



## Tata Swach's characteristics:

1. It could be used without electricity, and there was no need to boil water. Swach was also priced at INR 999, which was less than half of the price of HUL's Pureit- thus providing it with a clear *relative advantage*.
2. The transparent upper portion of the Swach showed users a portion of the filtering mechanism and this was meant to reassure users that it seemed to be similar to existing Water purification techniques (like Aquaguards). Consumers could see the impure water in the upper half of the reservoir unit getting filtered and dripping into the lower portion. This was consistent with the present beliefs of the consumers about the functionality of water purifiers and ensured *compatibility*. "Swach" means "clean" in Hindi, thereby reinforcing the functionality of the product.

3. Swach was designed to be extremely user friendly- Water had to be poured in from the upper inlet, and it would be collected in the lower reservoir and the tap could be opened to get drinking water, thus minimizing complexity

4. By pricing the lower-end models at just Rs. 999, it was relatively easy and cheap for consumers to try the product- ensured Trialability

5. The benefits of Swach was clearly observed with its transparent packaging allowing users to observe a portion of its filtration process- thus making it observable and tangible.

From these characteristics, it is clear to see that Tata Swach was suitable in all characteristics to ensure diffusion of innovation.

### **Concept: Adoption of innovation**

Adoption is a micro process that examines the stages through which an individual consumer passes when making a decision to accept or reject a new product.

1. Awareness,
2. Interest
3. Evaluation
4. Trial
5. Adoption

With regards to the water purifier category, awareness is the critical stage, since several studies show that a fairly large portion of people do not use any form of water purification. To increase awareness, Tata held an awareness campaign at the Pandharpur Varkari Mela held in Pandharpur, Maharashtra. The objective was to educate people about the importance of having access to safe and clean drinking water, especially during monsoon.

Tata also created an ad "Chandu ke chacha" to highlight the benefits of its "advanced silver nanotechnology". At the end of the advertisement the baby's mother explains that silver purifies water and pure water is healthy for the baby "Ye naye zamaney ka chaandi hai, jo sach much swach paani deti hai."

<https://www.youtube.com/watch?v=3b0FOUU4PzY>

Tata Swach has been one of the successful innovations to diffuse across the market and it has been extremely successful that the company had to increase production capacity from 1 million to 1.8 million units/year in 2011.

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# GUERILLA MARKETING AND THE IMPORTANCE OF CULTURAL SENSITIVITY

- K.E.K. Sashank, PGP1

Guerilla marketing is an advertising strategy that focuses on low cost unconventional marketing tactics that yield maximum results. Because consumers are constantly being exposed to advertising messages they have developed 'Selective Exposure' and the audience have become numb to a lot of traditional forms of advertisements. This can pose a barrier to traditional advertisements. Guerrilla marketing is one of the ways to break through these filters by presenting a consumer with an unexpected form of message presentation. This form of advertising is intriguing, witty and clever and catches a consumer's attention in a complimentary way.

The main forms/elements of guerilla marketing are Word

of Mouth, Buzz marketing, Viral marketing, Ambient marketing and Ambush marketing

Based on the study by International Journal of Trade, Economics and Finance, the vital elements essential for the success of this marketing are as follows:

1. Novelty- It is a common descriptor of creativity and has two characteristics: divergence from the norm and a sense of uniqueness
2. Surprise- It is a sensational feeling that makes the customers go "wow" or "aha". A surprised person will stop his activity and give attention clearing leading to attention. Guerrilla marketing takes advantage of this notion to cut through the advertising clutter and grasp the consumer's 'Selective Attention'
3. Clarity- Message clarity relates the ability of a message to be understood.
4. Aesthetics- This aspect doesn't mention the beauty but the harmony, the structured construction of the message. It is the way in which signs are combined and form complex interactions. In guerrilla advertisements, the unexpected way the features are combined and connected enhances the well-craftiness of the ads
5. Humor- Before the customers are interested in the product, their attention must be caught and humor helps in achieving this goal
6. Relevance- It reflects the two types of relevance- Ad relevance, which means the customers perceive whether the ads is meaningful when communicating the product and brand relevance, which means whether the customers perceive the product familiar or relevant to their choices. The marketing initiatives should also be relevant to the culture of the consumers and going against it might cause an uproar
7. Emotional arousal- Novelty carries emotional consequences. They are two main qualities of emotion: valance (pleasantness or hedonic values) and arousal (bodily activation)



## **Zomato advertising on porn websites about its latest offering 'Late Night Delivery'.**

The picture above shows the advertisement. This initiative was undertaken because India ranks 5th in terms of most daily visitors to Pornhub (the

world's biggest porn site network). Outside of Google, Facebook, Yahoo, and e-commerce sites, Xvideos is one of India's top visited sites. The Cost per Click for this was only Rs. 1.98 as compared to Rs. 17.5 on Facebook and Rs. 23.5 on Adwords. Insight-Officials from Zomato claimed that this initiative was undertaken to meet an unmet need of people getting hungry after visiting these sites. This campaign has been very successful achieving a Click Through Rate (CTR) of 0.22% which can be seen from the fact that it is greater than the average CTR for Food and Beverage advertising on Facebook.

This move was also considered apt because the demographics of Zomato's users was majorly single, working professionals and college students who are very lazy to cook for themselves.

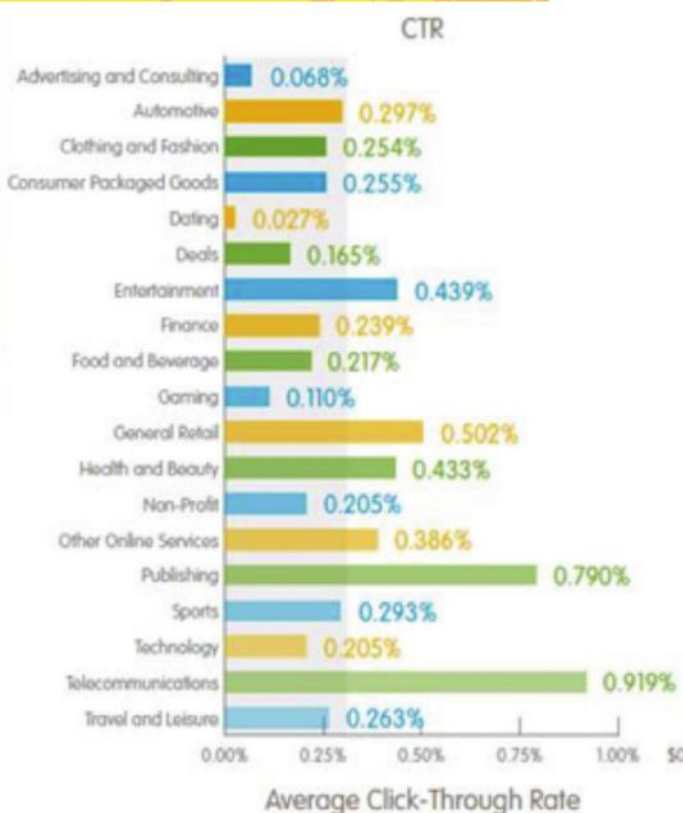
### Consequences

In spite of the great success it achieved with this campaign this campaign has been pulled out in a very short time because of crossing the fine line between marketing irreverence and CULTURAL INSENSITIVITY. Running ads on porn websites is an innovative move but telling everyone about it, especially in a conservative society such as ours hasn't been appreciated well. Zomato has terminated this campaign to not lose out on its family audience and preserve its image. This campaign succeeded on

all the parameters mentioned above like novelty, surprise, humor and emotional arousal. But they haven't succeeded on the parameter of cultural relevance in the Indian Context.

### Conclusion

Guerilla marketing with its unconventional moves aim to effect consumers' emotion on a deeper level. It also aims to achieve a deeper level of encoding in brain. But the consequences for these initiatives can either be Positive or Negative in this case of Zomato. Positive effects are surprise effect (causes arousal and more elaborate processing of information in the consumers), diffusion effect (people happy the campaign spread it to others) and low cost effect (the same reach is obtained a much cheaper cost). Positive effects help greatly in building Brand Image, Brand Attitude and Purchase Intention. Negative effects that are possible are irritation, dislike towards the brand and distraction. Hence marketers should carefully evaluate their guerilla marketing ideas also on cultural sensitivity even when it satisfies all the required parameters for an effective advertisement.



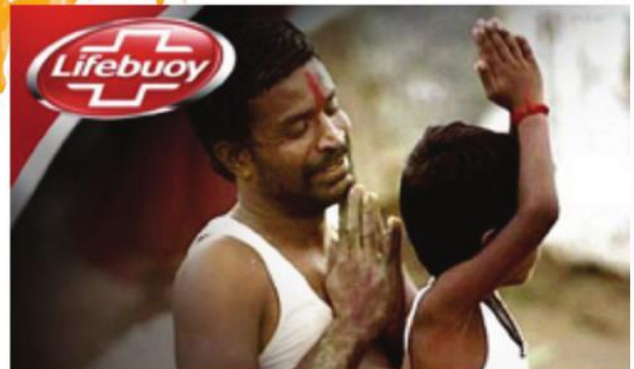
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## HELP A CHILD REACH 5 CAMPAIGN – LIFEBOUOY

Rajbarath K R, PGP1

The crux of marketing is creating, communicating and delivering value. However, the cynical notion of looking at marketing as a gimmick cannot be discounted. Customers can't be squarely blamed for supporting this rhetoric as a few firms have hard earned this ill name. In this scenario, there are a few pearls of campaigns which catch our eye not because of glitzy ads or glamorous endorsers, rather their genuine social impact. The ultimate goal of marketing is to make your customer your endorser, who spreads the good word about your brand. In a huge step towards that, HUL Lifebuoy's "Help a child reach 5" campaign is a huge success in terms of the palpable behavioral impact it had on the society.



Help a child reach 5 is a campaign that was launched by Lifebuoy in February 2013 to curb the problem of infant mortality. To our horror, 6 million children die before they reach the age of 5 worldwide every year. 44% of these baby deaths occur in the first 28 days of childbirth. Lifebuoy decided to take this problem by its horns and launched the campaign in Thesgora (Madhya Pradesh), the village with the highest rates of diarrhoea in India. They launched a short film featuring a girl named Chamki, thanking her mom for keeping her hygiene while she was still expecting and also after Chamki was born.

You can view the film here: [https://www.youtube.com/watch?v=VsnP\\_6kdtDY](https://www.youtube.com/watch?v=VsnP_6kdtDY)

Asked how they conceived the idea, the makers of the campaign say, "Wanting to put a human face to the statistics, we decided to tell the world the Lifebuoy story in a real and deeply felt emotional way. The story had to not only open people's minds to the avoidable deaths, but move them to care and share it with others. This film is the beginning of that journey, and a clarion call to all to join this purpose."

The results from this campaign were solid. Thesgora witnessed an overwhelming drop in the incidence of diarrhoea from 36% to 5%. HUL claims that over the past six years, Lifebuoy programs have reached 257 million people in 24 countries. By 2020, the company aims for its handwashing programs to contact 1 billion people globally.



Apart from this, during a Hindu festival, Unilever distributed rotis imprinted with the message, "Did you wash your hands with Lifebuoy today?" Unilever also has worked with schools to encourage handwashing at mealtimes, and has assisted with the retrofitting of water pumps so that children can embrace this habit

seamlessly and even with joy.

Innovation is key to Unilever's quest to keep the handwashing drumbeat going. Soap and innovation do not intuitively belong into the same sentence, but Lifebuoy had found some different ways to promote its brand and the benefits of handwashing. One product, a color-changing handwash, shows children how long they should wash their hands by transforming from green to white; it's fun for kids, and assures parents that their kids have had their hands under the faucet for a long enough period of time.

From being driven by bottom-line, initiatives like these go a long way in promoting the wellbeing of the society. We as marketers while ensuring profitability on the one hand should also partake the responsibility of building a sustainable business by ensuring the progress of our community. After all what is business without people?



## About MaSh

MaSh is a student run club with focus on marketing & related disciplines. MaSh conducts several events on campus throughout the year. Starting with the inter-section PGP1 event - MaShterix, which is managed and conducted by the PGP1s for the PGP1s. MaSh also conducted many events at Eximius-The entrepreneurship festival of IIM Bangalore .

MaSh hosted a variety of marketing events at Vista, the Annual Business Festival of IIM Bangalore conducted by Forum for Industrial Interaction (FII). The events received huge participation from top Business Schools across the country. The events were conceptualized and designed in a way to test the participants' knowledge and skills across various facets of marketing.

Apart from these, we also organize workshops and panel discussions inviting industry experts and alumni.

MaSh also conducts mock marketing interviews for PGP1s for helping them prepare for the summer placements and publishes comprehensive summer and final placement preparation guides.