



2014 APAC Effie® Awards Gold

“100% Natural. Seeded.”

Category: Media Innovation
Brand/ Client: Kissan/ Hindustan Unilever
Lead Agency: Lowe Lintas and Partners Mumbai

Market Background

Though Indians love to spice up their food, every kitchen has a wide array of chutneys and pickles. These are perceived to be healthier; either they are freshly made, or else they use natural preservatives like oil and salt. Hence, ketchup is not enthusiastically combined with fresh food, as it is perceived to be an artificially preserved, colored and smelling additive that can only be detrimental to the overall freshness and nutrition value of the food. This caused a huge perception barrier in the way of driving consumption.

State of Brand's Business

Kissan faces competition from local cheaper but lower quality sauces, private labels, and also national brands. It has been communicating '100% real tomatoes' to differentiate itself from price warriors, but while its loyal users know and value this, the non-users are not convinced. Hence to grow the brand, we needed to drive conviction in this brand differentiator.

Strategic Challenge

With our '100% real tomatoes' claim, we not only had to bring in new users, we also had to increase ketchup consumption among both new and current users.

THE CHALLENGE: HOW TO DRIVE CONVICTION IN OUR '100% REAL TOMATOES' TRUTH IN ORDER TO DIFFERENTIATE THE BRAND, AND ALSO INCREASE ITS CONSUMPTION.

Objectives

Growth objectives were specific to increasing consumption & share for Kissan. The specific targets were: 1. Grow brand consumption twice as much as that of the category (Per Capita Consumption, in grams)

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Tenasia Group Pte Ltd, 36 Purvis Street, #02-08, Singapore 188613
Tel: +65 6338 7739 Fax: +65 6338 6289

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2. Growth in value and volume share over previous year by

- At least 100 bps growth in ketchup's discount segment geographies of Punjab, Delhi + NCR and Maharashtra

Insight

CONSUMERS ATTRIBUTE QUALITY OF KETCHUP TO THE QUALITY OF TOMATOES THAT MAKE IT. Kissan ketchup had to become synonymous with real tomatoes. We did not want mere awareness, we needed belief and conviction. And for a fact to become a belief in one's mind, the person must conduct or witness the act himself. '100% real tomatoes' cannot be seen as just an advertising claim. It had to be seen as what's in the bottle. Only then would we be able to command a price premium, and also overcome the perception barrier of using an artificial additive to fresh food. What we knew about consumers' idea of ketchup making: "Better the quality of tomatoes, the lesser is the need to artificially enhance its taste, appearance and quality with artificial flavors and chemicals." We were confident of the quality of our tomatoes. Now, we had to make the consumers discover it. In our previous advertising to create awareness of our ketchup having 100% real tomatoes, we had done a print innovation wherein we actually distributed tomato seeds via our print ad. We knew that this not only spiked awareness, but the engagement drew in kids as well. Now to go a step ahead of awareness, we knew we could not rely on an ad alone. Our bottle had to be our medium. We re-designed the bottle cap to carry tomato seeds that the consumer could grow.

The Big Idea

GROW WHAT YOU EAT. EAT WHAT YOU GROW.

Bringing the Idea to Life

We made our ketchup bottle the center of all activity. So we created an entire experience of growing tomatoes by making a tomato shaped cap on top that carried seeds which needed to be planted. This cap also served as a mini pot in which one could grow the tomato sapling.

The experience we created after convinced moms that Kissan was the right thing for their kids. As all activities that call upon the public to participate need a strong motivation, even we needed one. We capped the activity with one – kids with the best grown plants would get a chance to have their face featured on the Kissan ketchup bottle. Now that this was done, all we needed were channels that called upon kids to live the experience, channels that helped them interact, share, feel gratified and keep track of the activity's progress until we found our winners in the end.

This is how the story unfolded

1. Introduced the special edition bottle with the tomato shaped cap: The special edition bottle was made available at major stores across the targeted geographies. The entire process of how to grow a tomato plant was explained on the bottle label. It also explained to kids how to grow the plant and keep uploading photos of their growing plant on www.kissanpur.com that would serve as their entry to participate in the contest.
2. Interact, Share, Track progress: Our web platform was central to all the phases. Kids shared their photos, interacted and also shared their experiences on this website. Advertorials and blogs kept the momentum of Kissanpur on and encouraged kids to keep going on in their journey.
3. On-ground activation took the idea to many more people in societies and housing societies, where kids were encouraged to transform the society parking lots into tomato farms.
4. Celebrate winners: The website, print medium and bottles celebrated winners. Mothers were happy to see their kids do something valuable and kids learnt something different about nature and growing tomatoes over just spending time in front of the TV.

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Communications Touch Points

Consumer Touch Points	Country India
TV (Spots, branded content, sponsorship on TV, product placement, Interactive TV/Video on Demand)	
Radio (Spots, merchandising, programme/content)	
Print (Trade/professional, newspaper - print, newspaper - digital, magazine - print, magazine- digital, custom publication)	✓
Direct (Mail, Email)	
PR	
Guerrilla (Street teams, tagging, wraps, buzz marketing, ambient media, sampling/trial)	
Events	
Cinema	
Interactive/Online (Display ads, brand website/microsite, developed brand content for another website, mobile/tablet optimised website, digital video, video skins/bugs, podcasts, gaming, contests, search engine marketing (SEM/SEO), Geo-based ads, etc.)	✓
Social Networking Sites/Applications	✓
Mobile/Tablet (App, in-app or in-game app, messaging/editorial/content, display ad, location-based communication)	
Consumer Involvement (WOM, consumer-generated, viral)	
OOH (Airport, transit, billboard, place-based)	✓
Packaging	✓
Product Design	
Trade Shows	
Sponsorship	
Retail Experience (POP, in-store video, in-store merchandising, retailtainment, store within a store, pharmacy)	
Sales Promotion	
Professional Engagement (In-office, Congresses, detail/e-tail/interactive visual aids (IVAs), closed loop marketing (CLM), continuing engagement, informational/documentary video)	
Point of Care (POC) (Wallboards, video [HAN, Accent Health], brochures, coverwraps, electronic check-in)	
Other - _____	

Paid Media Expenditures

All amounts in USD

Under \$100K \$100K - under \$250K \$250K - under \$500K \$500K - under \$1M
 \$1M - under \$5M \$5M -under \$10M \$10M -under \$20M \$20M and over

Paid Media Expenditures	Country India
Total Budget Range for this case from Jan 01, 2012 – Sep 30, 2013	Confidential
Average annual budget for this case in the prior year (enter NA if not applicable)	
By your estimates, compared to other competitors in this category, this budget is:	<input checked="" type="checkbox"/> Less <input type="checkbox"/> About the same <input type="checkbox"/> More

Owned Media and Sponsorship

Not applicable

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Other Marketing Components

Marketing Components	Country
None	India ✓
Couponing	
CRM / Loyalty Programmes	
Giveaways / Sampling	
Leveraging Distribution	
Other marketing for the brand running at the same time as the entered effort/campaign	
Pricing Changes	
Other - _____	

Results

Results:

- a. Kissan grew 2.5 times in consumption over the category as against the set target of 2 times the category
- b. In targeted markets, compared to all India, Kissan achieved 3.8 times and 7.2 times more market share increase in terms of value and volume respectively, in the same quarter over the previous year.

Other Factors That Drove Results

Push in distribution to land the special edition bottles on shelves

Country Case Ran In

India only