



2015 APAC Effie® Awards Gold

"Kan Khajura Station: From the 'Dark' to connectivity"

Categories: Entertainment Channel
Brand/Client: Hindustan Unilever
Lead Agency: Lowe & Partners Worldwide

Market Background

There are part of India that are totally in the dark and disconnected from the world. Such as Bihar and Jharkhand, two of India's most media dark regions. With no electricity for 8-10 hours every day, but ironically with 23 million TV sets which lie blank. However with a population of 130 million, there were key growth markets for Unilever and they had to find a way to reach out to them.

Strategic Challenge + Objectives

Hindustan Unilever Ltd. Is India's largest FMCG company with presence in over 20 consumer categories. In spite of being the market leader in consumer products across India, there was an audience that had not even heard of HUL brands. There were pockets of Bihar and Jharkhand where we had a problem of 'Brand Awareness'.

India is the entertainment capital of the world. With the biggest film industry, Bollywood and the largest number of TV serials. But what happens when 130 million people experience power cuts for 8-10 hours every day? They live in a permanent state of isolation from entertainment, communication and brands. But with a population of 130 million, these regions of Bihar & Jharkhand are important markets for Unilever. Since existing media could not reach them, we had to invent a new one.

Untapped Audience:

In a country of 1.25 billion people, 68.83% still live in rural area. While TV reaches 82% of the urban population, in rural areas, the reach falls to 46%. This coupled with the fact that electricity may not be available throughout the day or sometimes for the whole week; the effective reach falls even further.

In advertising, media channels are everything. But in the states of Bihar & Jharkhand, people still live isolated from entertainment, communication and brands. With 130 million people, these are important growth markets for Unilever. Since existing media couldn't reach them, we looked deeper and found that 54 million people had feature phones in these markets. So our strategy was to find a way to transform their feature phones into a platform that connects them to the world and with our brands.

THE CHALLENGE: How do you engage with and inform an audience that was unreachable through Traditional Media

We had to reach out to men and women between LSM 1-5. Men normally in these areas are daily wage earners or self employed working in the agricultural field. Women are primary Home Makers.

Objectives

1. Drive missed Calls to a 10 digit number and achieve a target of 6 million missed calls .
 - In an era when people find it difficult to remember their friend's mobile number, how do we get people to remember a 10 digit number and continue calling us again and again and again.
2. Improve Spontaneous Brand awareness.
 - Although this was an experimental new medium that we were trying for the first time, we still set a target of 150BPS increase in brand awareness scores for Ponds, Close-up and Wheel.

Idea

Most of India, craves for entertainment and most of this entertainment is fueled by 'Bollywood'. However this audience lived in Media Darkness with no electricity for over 8-10 hours, Television and Radio were not means of entertainment. However 85% of the households here had a mobile phone.

Careful analysis revealed that a lot of our target audience were using basic mobile phones handsets, and were predominantly prepaid users. They were get music loaded onto their mobile phones at a local mobile recharge shop for a nominal fee. We created the Kan Khajura Tesan, a free on-demand entertainment channel. It worked like a radio but on a mobile.

We gave consumers a number that they could give a missed all to and in return we would provide them with 15 minutes of FREE entertainment, which consisted of songs, RJ Speak, Jokes, News etc. This was interspersed with radio spots from Hindustan Unilever.

The Big Idea

Converting Mobile phones into a Free 'On demand radio station'

Bringing the Idea to Life

By bringing mobile phones operators, content providers and our brands together, we created a new media channel on their mobile - The Kan Khajura Tesan - A free on demand entertainment channel, accessible directly on these 54 million mobiles. It worked very simply. All they had to do was to give a missed call to a number, and we called them back on the spot, with 15 minutes of FREE entertainment.

And entertainment starved Bihar & Jharkhand responded with delight. Our projected response rate was 1 million a month, but we ended up with 4 million.

In an electricity deficient and hence entertainment starved area, we created with direct engagement platform, that could get our brands in touch with people, through entertainment. The Kan Khajura Tesa is the first of its kind in India. Each time a person calls in; he/she hears 15 minutes of free music, jokes, Bollywood news, and of course advertisements from our brands.

With an average of 100,000 calls each day, people were reaching out to us, and in turn our brands were successfully reaching out to them.

To popularize it, we created a unique name from popular culture and gave it a memorable yet simple logo with a number to call (A 10 digit number). Posters and banners were put up everywhere people gathered - railway stations, local cattle fairs, mobile recharge outlets. We also tied up with some of the upcoming Bollywood movies and created content that was then used as another medium to reach out to this audience, like outbound calls, SMS and local print media in pockets where it was available. All this was done with a simple message to give a missed call to a number for free entertainment.

From darkness and disconnectedness, through this new channel we found a way to reach out to people with a feature phone, and connect them back to the world, with content relevant to their culture. All this was done at a cost of under Rs. 3 per person.

For an audience that was craving for entertainment, we were successful in providing them with content that brought a smile to 24 million people. The strategy used was to 'engage and not interrupt'. The content was NOT overloaded with Unilever ads, and this helped us in generating a regular and loyal subscriber base.

Communication Touch Points

<input type="checkbox"/> TV	<input type="checkbox"/> Interactive/Online	<input checked="" type="checkbox"/> Packaging
<input type="checkbox"/> Spots	<input type="checkbox"/> Display Ads	<input type="checkbox"/> Product Design
<input checked="" type="checkbox"/> Branded Content	<input type="checkbox"/> Brand Website/Microsite	<input type="checkbox"/> Trade Shows
<input type="checkbox"/> Sponsorship	<input type="checkbox"/> Mobile/Tablet Optimised Website	<input type="checkbox"/> Sponsorship
<input type="checkbox"/> Product Placement	<input type="checkbox"/> Digital Video	<input type="checkbox"/> Retail Experience
<input type="checkbox"/> Interactive TV/Video on Demand	<input type="checkbox"/> Video Skins/Bugs	<input checked="" type="checkbox"/> POP
<input type="checkbox"/> Radio	<input type="checkbox"/> Podcasts	<input type="checkbox"/> In-Store Video
<input checked="" type="checkbox"/> Spots	<input type="checkbox"/> Gaming	<input type="checkbox"/> In-Store Merchandising
<input type="checkbox"/> Merchandizing	<input type="checkbox"/> Contests	<input type="checkbox"/> Retailtainment
<input type="checkbox"/> Programme/Content	<input type="checkbox"/> Geo-based Ads	<input type="checkbox"/> Store within a Store

<input type="checkbox"/> Print	<input type="checkbox"/> Other	<input type="checkbox"/> Pharmacy
<input type="checkbox"/> Trade/Professional	<input type="checkbox"/> Social Media	<input type="checkbox"/> Other
<input checked="" type="checkbox"/> Newspaper – Print	<input type="checkbox"/> Mobile/Tablet	<input type="checkbox"/> Sales Promotion
<input type="checkbox"/> Newspaper - Digital	<input type="checkbox"/> App	<input type="checkbox"/> Professional Engagement
<input type="checkbox"/> Magazine – Print	<input type="checkbox"/> In-App or In-Game Ad	<input type="checkbox"/> In-Office
<input type="checkbox"/> Magazine - Digital	<input checked="" type="checkbox"/> Messaging/Editorial/Content	<input type="checkbox"/> Congresses
<input type="checkbox"/> Custom Publication	<input type="checkbox"/> Display Ad	<input type="checkbox"/> Detail/E- Detail/Interactive Visual Aids (IVAs)
<input type="checkbox"/> Direct	<input type="checkbox"/> Location-based Communications/ Marketing Real Time	<input type="checkbox"/> Closed Loop Marketing (CLM)
<input type="checkbox"/> Mail	<input type="checkbox"/> Other	<input type="checkbox"/> Continuing Engagement
<input type="checkbox"/> Email	<input type="checkbox"/> Consumer Involvement/ User Generated	<input type="checkbox"/> Informational/ Documentary Video
<input type="checkbox"/> PR	<input type="checkbox"/> WOM	<input type="checkbox"/> Point of Care (POC)
<input type="checkbox"/> Guerrilla	<input type="checkbox"/> Consumer Generated	<input type="checkbox"/> Wallboards
<input type="checkbox"/> Street Teams	<input type="checkbox"/> Viral	<input type="checkbox"/> Video (HAN, Accent Health)
<input type="checkbox"/> Tagging	<input type="checkbox"/> OOH	<input type="checkbox"/> Brochures
<input type="checkbox"/> Wraps	<input type="checkbox"/> Airport	<input type="checkbox"/> Coverwraps
<input type="checkbox"/> Buzz Marketing	<input type="checkbox"/> Transit	<input type="checkbox"/> Electronic Check-In
<input type="checkbox"/> Ambient Media	<input type="checkbox"/> Billboard	<input type="checkbox"/> Other
<input type="checkbox"/> Sampling/Trial	<input checked="" type="checkbox"/> Place Based	<input type="checkbox"/> Internal Marketing
<input checked="" type="checkbox"/> Events	<input type="checkbox"/> Other	<input type="checkbox"/> Other (describe – limit 100 characters)
<input checked="" type="checkbox"/> Cinema	<input type="checkbox"/> Branded Content	
<input type="checkbox"/> Ecommerce	<input type="checkbox"/> Search Engine Marketing (SEM/SEO)	

Integral Touch Points

	Header Touchpoint	Specific Touchpoint (If applicable)
Touch Point A:	Mobile SMS / Outbound calls	Mobile SMS / Outbound Calls
Touch Point B:	Print ads	N/A
Touch Point C:	Packaging	N/A

Other Marketing Components

<input checked="" type="checkbox"/> None	<input type="checkbox"/> Leveraging Distribution
<input type="checkbox"/> Couponing	<input type="checkbox"/> Other marketing for the brand, running at the same time this effort
<input type="checkbox"/> CRM / Loyalty Programmes	<input type="checkbox"/> Pricing Changes
<input type="checkbox"/> Giveaways / Sampling	<input type="checkbox"/> Other _____

Paid Media Expenditures

Current Year:	Year Prior:
<input type="checkbox"/> Under \$100K <input checked="" type="checkbox"/> \$1M - under \$5M <input type="checkbox"/> \$100K - under \$250K <input type="checkbox"/> \$5M - under \$10M <input type="checkbox"/> \$100K - under \$250K <input type="checkbox"/> \$10M - under \$20M <input type="checkbox"/> \$100K - under \$250K <input type="checkbox"/> \$20M and over	<input type="checkbox"/> Not Applicable <input type="checkbox"/> Under \$100K <input type="checkbox"/> \$1M - under \$5M <input type="checkbox"/> \$100K - under \$250K <input type="checkbox"/> \$5M - under \$10M <input type="checkbox"/> \$100K - under \$250K <input type="checkbox"/> \$10M - under \$20M <input type="checkbox"/> \$100K - under \$250K <input type="checkbox"/> \$20M and over

Compared to other competitors in this category, this budget is:

☒ Less ☐ About the same ☐ More

Compared to overall spend on the brand in prior year, the budget this year is:

☐ Less ☐ About the same ☐ More ☒ Not Applicable

Owned Media and Sponsorship

None

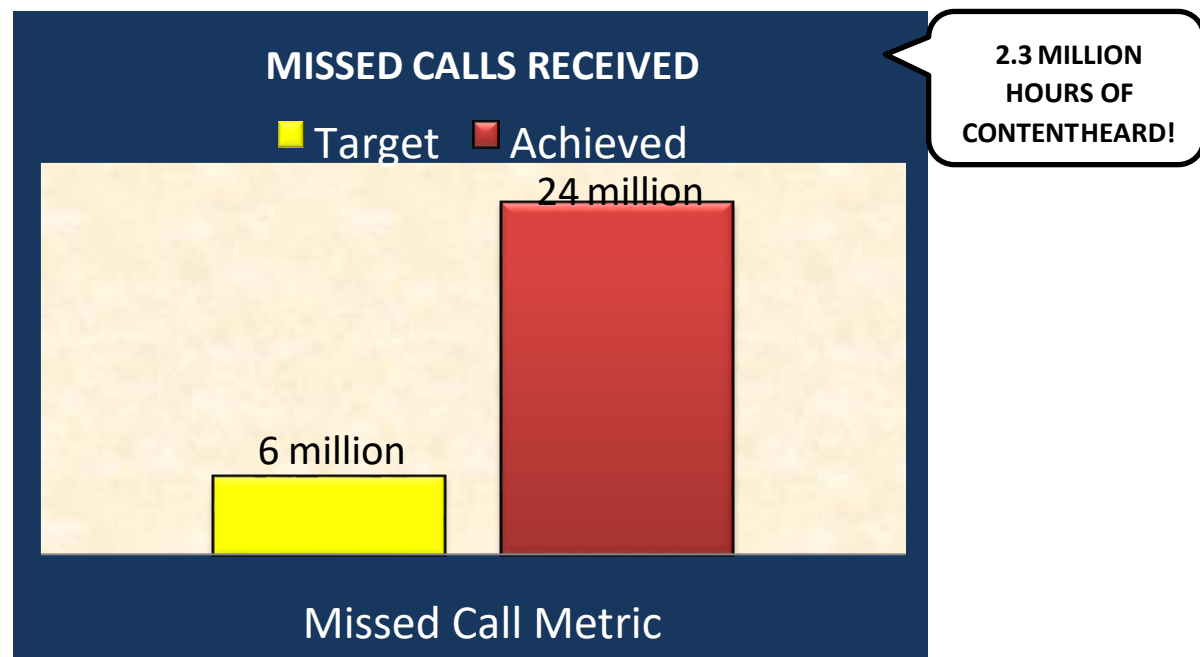
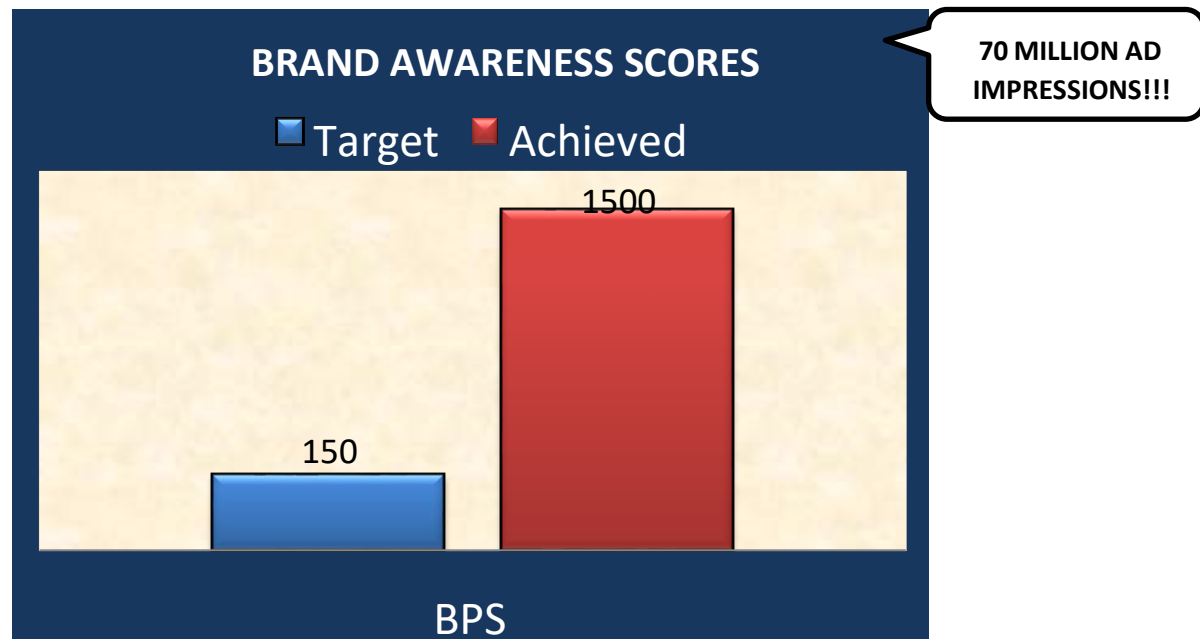
Results

Through constant call monitoring and backend support, it was possible to study content that was liked and at what point in time did a user end a call. With this critical information we were able to modify the content every week to ensure constant engagement with the callers. Never before has any campaign explored a simple missed call for its communication potential like the 'Kan Khajura Tesan'.

The target was to achieve 6 million missed calls in 6 months. But people kept dialing in with a peak of 200,000 calls a day. We refresh and evolve our 15 minute content every week based on listener-ship trends resulting in 8 million loyal customers listening in for 12 minutes every week. In just 6 months we are the largest media channel in Bihar and Jharkhand with 24 million calls and 70 million ad impressions. There was a rise in

spontaneous awareness for major HUL brands. We had set a target of 150 BPS increase in brand awareness scores in Ponds, Close-up and Wheel in totality. What we ended up achieving was an over increase of 1500 BPS across the three brands. (Source: IPSOS Research)

We were successful in creating new media through a feature phone that brought people out of media darkness, and reconnected them to the world. And what's more, this is an invention that can be adapted to other such markets across the world.



Kan Khajura Station is the largest media channel in Bihar & Jharkhand today. We were successful in creating a new media through a rudimentary mobile phone, that brought people out of media darkness, and reconnected them with the world. And what's more it's an invention that can be adopted anywhere in the world to reconnect with people who are in darkness – and give them "ears of joy".

Other Factors that Drove Results

No other factors.

Country Case Ran in

India