

M.O.P. Vaishnav College for Women (Autonomous)
Chennai



Advertising Strategy and Campaign

Project Report

for the brand



PRODUCT

DEWDROP

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III B.Sc. Visual Communication

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We confirm that this project is entirely our original work.

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Executive Summary

About the Brand:Himalayas

The Himalaya Drug Company is an Indian company established by Mohammad Manal in 1930 and based in Bengaluru, Karnataka, India. The company has more than 290 researchers that utilize ayurvedic herbs and minerals. Himalaya Global Holdings Ltd. (HGH), is the parent of The Himalaya Drug Company worldwide. It is also the global headquarters of all Himalaya subsidiaries.

About the Product Extension - Dewdrop

Dew Drop is a type of cleansing water with antibacterial properties. It is made with natural ingredients. Reduces risk of acne - perfect to prevent mask acne. Includes a small percentage of Retinol and Niacinamide. Safe for skin.

Secondary Research

Brand research: Himalaya

The Himalaya Drug Company is an Indian company established by M. Manal in 1930 and based in Bengaluru, Karnataka, India. It produces health care products under the name *Himalaya Herbal Healthcare* whose products include ayurvedic ingredients. It is spread across locations in India, United States, Middle East, Asia, Europe and Oceania., while its products are sold in 106 countries across the world. The company has more than 290 researchers that utilise ayurvedic herbs and minerals.

Himalaya Global Holdings Ltd. (HGH), is the parent of The Himalaya Drug Company worldwide. It is also the global headquarters of all Himalaya subsidiaries.

The Mission:

Himalaya has been on a mission to make wellness a part of every home for more than 8 decades. They want to be known as the most trusted brand providing scientific herbal healthcare solutions. Loved by their customers for their ethics, values, and commitment to sustainability.

Their Vision:

Bring wellness and joy to every home via herbal solutions based on science.

Product Extension:

Antibacterial cleansing water (for face). The **antibacterial** properties may help reduce acne. The anti-inflammatory properties can reduce **skin** redness and puffiness.

(Cleanses and sanitizes face , helps deal with mask acne as well)

Himalaya Herbal PESTLE Analysis:

Political Factors:

Himalaya Herbal is one of the leading brands in FMCG. The present political climate is favourable to the growth of Ayurveda & Ayurvedic products.

The Company is following various government initiatives like the 'Make in India' Campaign. Since then there has been a growth in the products of Himalaya herbal thus we can say that the political factors have played a big role in the development of Himalaya.

Economic Factors:

Increasing customer demand for natural products is opening doors to many opportunities for this smoothly established Ayurvedic brand Himalaya in the FMCG space.

Global trends have changed since the '90s, people have veered back to natural products which are creating a demand for their products.

The general perception was that products containing herbal actives were gentler on skin and safer compared to chemical products.

The R&D strength that the company possessed since 1991 made the move to herbal personal products easy. Since its first offering in personal care products in 1999, the company has launched 63 products in personal care, nine in body care and 66 in pharmaceuticals.

The fact that the personal care division is growing at a rate of over 40% is a testimony that their marketing strategy is working for a better future.

Internationally Himalaya has been more successful- as the 35 per cent CAGR indicates some of the important markets for the brand are US, Russia, South east Asia and CIS countries among others.

Himalaya also partners with leading distributors and retailers like whole food, vitamin shoppe and GNC unite with them to help them be as local as it can with its range of organic products.

Organique by Himalaya made from organic herbs was launched to tap the booming organic industry in the west.

Social Factors:

Indians are becoming more health-conscious thus picking the 'organics'. There has been a rise in healthy FMCG products to 2284.4 US million and In 2016, the growth of these health-conscious products was acknowledged.

Plus the affordable price also helps them to cover the whole market size. Emphasis on customer experience in the company and by the company has created good word-of-mouth marketing and has generated good revenue.

The product mix of a company like The Himalaya Herbals is selected based on the country's culture & consumer needs.

Technological Factors:

The Government has created a favourable climate for Research and Development and, The Himalayan Drug company developed in-house R&D facility in 1991 at Bangalore using which they are developing new Ayurvedic products

Nine years ago, Himalaya quietly launched a dental cream which went on to attain quite a cult following. Ayurvedic medicine company is now planning to relaunch its full range of soaps, shampoos, lotions and creams with the research they have done to create more herbal components within them. Himalaya is set to launch its range of flavoured lip balms as well. The increasing technology has helped them establish this wide range.

Legal Factors:

Legal factors also influenced the development of the product that is why it is important to work on the ethics and not use any illegal means to develop any product.

The Ministry of Ayush has introduced strict guidelines for ancient codified Ayurvedic preparations.

Food safety & standards Authority of India (FSSAI) is a regulator of herbal dietary supplements that have to be ingested.

Environmental Factors:

Himalaya Herbal is all about Ayurvedic and natural products so it has to go through various environmental laws and policies that are applicable in their processing of products.

The main problem which the company has to confront is seasonal herbs and their locations.

There are many herbs, which are unavailable during the winter, autumn or in summer.

So they have to take care of their seasonality before they start their manufacturing. The operations of these products depend on their environmental factors.

Conclusion:

To conclude, the above Himalaya Herbal PESTLE Analysis highlights the various elements which impact its business performance. This understanding helps to evaluate the criticality of external business factors of any brand.

SWOT Analysis of Parent brand - Himalayas

Strengths in the SWOT analysis of Himalaya Drug Company:

This helps in understanding the core areas of the business where it beats the competition and has the competitive advantage in the market. Strengths are generally the core competency of the business.

- **Location is a big positive for the business** – The location brings an added advantage to the business as it is located in the foothills of the Himalayas which sends an altogether a different message to the customers of being organic in nature.
- **Customer Perception is positive** – The name of the brand creates a positive perception in the minds of the customer and again the products are manufactured in the foothills which further enhances the trust in the brand.
- **First Mover Advantage** – The brand leapfrogged the competition by being the number in the industry to serve frozen foods.

Weaknesses in the SWOT analysis of Himalaya Drug Company:

This is the main area of the organization where it does not have the resources or skills. Business has to work upon these areas so that they are not left behind from competition. Though there will be some or the other weakness but it should not be an area which takes the business out of the market.

- **Big Working Capital** – The business needs big capital for its operations and hence there is a continuous need of cash flow which is required to deliver end products to the customer.
- **High Dependence on Raw Materials** – There is a high dependence on the raw materials which are seasonal in nature and hence the non-availability of raw materials adds to the hindrance in the manufacturing of goods and also it adds to the cost of the food as the raw materials need to be over cultivated and kept in storage to be preserved.
- **High Sensitivity of Crops** – The crops are highly sensitive to the preservatives and pesticides which are used to enhance the cultivation and hence there is a high cost involved in the production of raw materials as there are potential losses to the crop.

Opportunities in the SWOT analysis of Himalaya Drug Company:

This helps in understanding what other things a business can do with the current skills and resources. It helps the business to know the areas where it can expand and take a lead in order to diversify the business and expand the customer base

- **Global markets** – The business should expand globally as there is a ready market for organic produce. The preferences of the customers are changing and hence a proper marketing can lead to great benefits to the business.
- **Changing Demographics and Segmentation Variables** – The business can be beneficial because of the changing lifestyle of the consumers who are inclining towards the organic products and hence the industry is increasing.
- **Marketing and promotion** – The industry is nascent in nature and hence with proper marketing and promotions of the products the industry can be developed and positioning of the products can be done with positives of using the organic products.

Threats in the SWOT analysis of Himalaya Drug Company:

This analysis helps in understanding what are the areas which can impact the business in future or right away. So business has to prepare itself to handle the threats in the market landscape.

- **Competition** - Competition or increasing number of players in the market with same value proposition is a threat to business as it directly lowers down the customer base and revenue
- **Inventory costs are high** – The business has a high increasing cost because the manufacturing cost is high as it involves a huge investment to cultivate the crops and hence the inventory costs are high.
- **Threat of new entrants** – As the industry is developing and lot of research has happened in this domain has attracted a lot of established global players which are entering the market and hence can pose a challenge to the business
- **High Cost of Products** – There is a financial crisis in the world and with products being costly the consumers need a lot of push to understand the importance of the products so that they can use it.

SWOT analysis for Product extension: DEWDROP

Strength:

- Marketable to a wide demographic; It's is a unisex product.
- Contains natural ingredients (neem, saffron)
- Low alcohol content (disinfects but does not dry out skin)
- Merges the health care and beauty industry.

Weakness:

- May not appeal to the male audience because of the social stigma against men using skincare or beauty products as skin care products had been advertised and marketed as feminine products.
- Because people have many different skin types, and are used to certain products already, it may initially be difficult to build brand loyalty with the consumers.

Opportunities:

- Marketability has increased in our current situation where people are more aware about sanitation and wellness
- Demand has increased for herbal products.

Threats:

- Skin care is a competitive/delicate industry.

Top 3 Indian Competitors for Himalaya

1. Dabur:

Dabur is Himalaya's #2 competitor. Dabur was founded in 1884, and its headquarters is in Ghaziabad, Uttar Pradesh. Dabur competes in the Personal Products industry. Dabur has 2,260 fewer employees than Himalaya.





2.Biotique:

Bio Veda Action Research Co. is one of India's leading manufacturers and marketers of prestige skin care, hair care, body care and makeup products. It is a blend of proven Ayurvedic therapies and 21st century bio-technology.

The products are based on botanical extracts of plants, herbs and trees and the protein content in their roots, leaves, flowers and fruits. They are 100 % vegetarian, environmentally friendly and biodegradable.



3.Emami:

Emami is Himalaya's #3 rival. Emami is headquartered in Kolkata, West Bengal, and was founded in 1974. Emami operates in the Consumer Goods industry. Emami generates 55% the revenue of Himalaya.



Top 10 Product competitors in Indian market

1. Bioderma Sensibio H2O Micellar Water
2. Garnier Skin Naturals Micellar Cleansing Water, 125ml
3. Simple Kind To Skin Micellar Cleansing Water
4. Nivea Skin Breathe Micellar Water For Makeup Removal
5. WOW Micellar Facial Cleanser & Make Up Remover
6. L'Oreal Paris Hydra-Total 5 Micellar Water
7. Neutrogena Deep Clean Micellar Purifying Water
8. Lotus Herbals Micellar Cleansing Water
9. Yves Rocher Hydra Vegetal Hydrating Micellar Water 2 in 1
10. Kaya Youth Oxy-Infusion Micellar Water

Primary Research

Quantitative Report on Survey for Himalaya Face Cleanser

Objectives:

- To conduct a survey in order to:
- Learn how audiences react to a new product in the market
- Learn consumer behavior
- Learn how audience segmentation works
- Gather data and write a quantitative report based on a survey

Methodology:

Procedure:

The survey was started on 20-09-2020 (Sunday). We received about 90 responses over the week.

A questionnaire was prepared with MCQs and short answer type questions. The questionnaire was distributed as google forms, over Whatsapp, to friends and family. They in turn distributed it further, to people they knew.

Instruments used:

Google forms, Whatsapp, Google Doc.

Target Market:

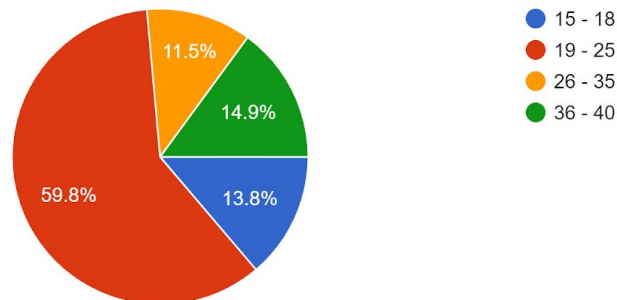
Our goal was to market the product as a unisex product.

We attempted to distribute the survey to both male and female audiences. We decided to attract ages ranging from 15-40.

The product is both healthcare/skincare and a beauty product. So our main target market was the female audience members. The male audience was selected as a secondary target market.

Data Analysis:

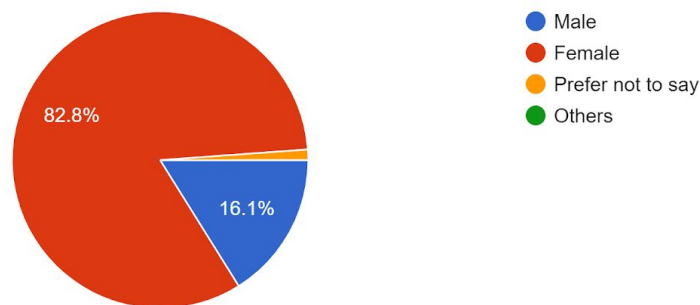
1. Age



59.8% of the respondents were 19-25 years old i.e. Millennials and the older Gen-Z. The “young folk” are more interested and are aware of the benefits of products like these, especially during the pandemic.

14.9% and 13.8% of the respondents were Gen-X and younger Gen-Z’s, who seemed to show some interest in the product as well.

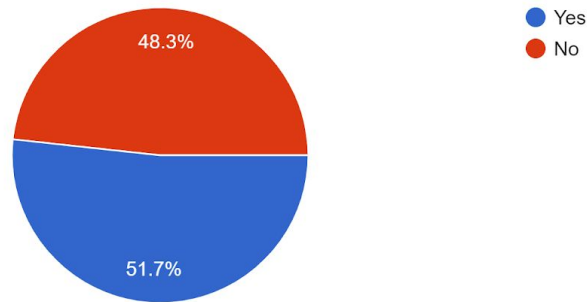
2. Gender



82.8 % of the respondents were female and 16% were male. Even though the forms were distributed to the male and female audience members equally, females were more inclined to take the survey.

The male audience seemed uninterested in the survey itself, exhibiting disinterest in the product.

3. Do you wash your face only with soap when you come home after work?

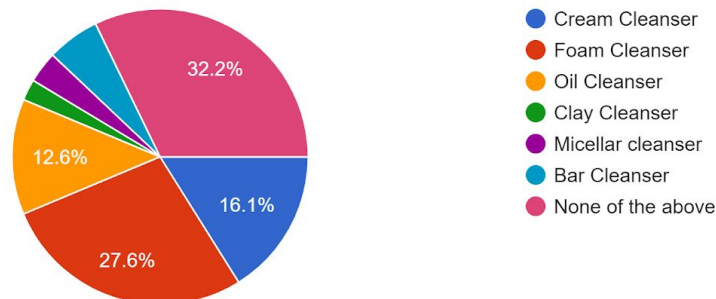


51.7% of respondents use only soap to wash their face after a day at work.

The concept of 'skincare' has been gaining popularity and any skincare guru could tell you that washing your face with normal soap could be harmful. It could strip your skin of its natural oils, leaving you with dry skin. If the consumer wears makeup, soap is not enough to clean your face.

This indicates that they either have no time or are unaware of other products in the market.

4. What type of cleanser do you use for your face?

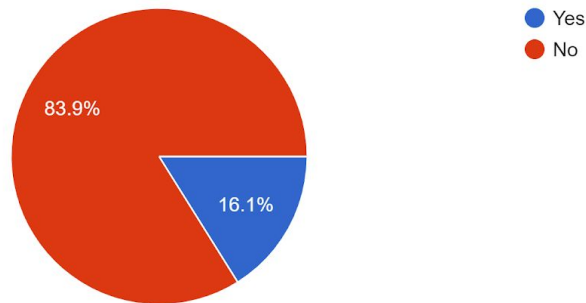


27.6% of respondents use a foam cleanser for their faces. 12.6% of respondents use an oil cleanser, 16.1% of the respondents use a cream cleanser. Clay, Micellar and bar cleansers are not used as much. 32.2% don't use any of the cleansers given. This shows that Micellar water is not as popular as other cleansers or is probably used along with other cleansers.

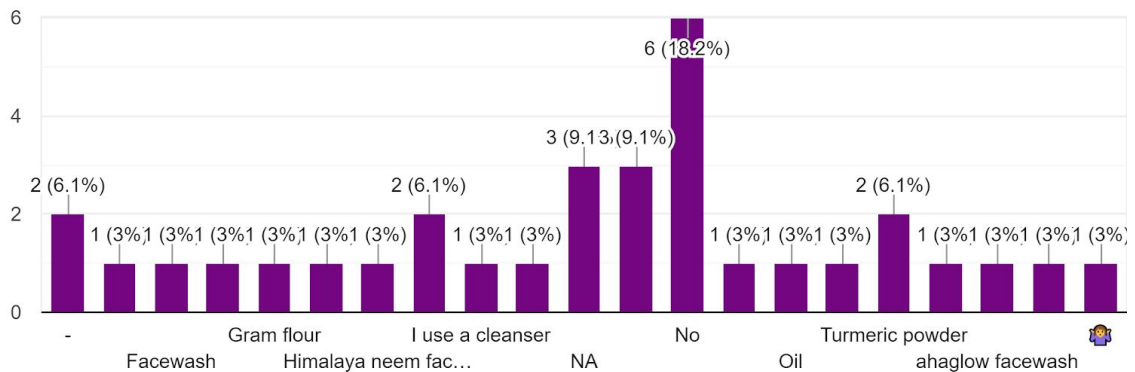
Since 32.2% of the respondents use none of the mentioned products, they are either unaware of the products or use other alternatives.

5. Do you use any product which is not soap/cleanser?

83.9% of the respondents don't use any other product apart from soap/cleanser. This shows that people are not aware of certain products in the market and their benefits.

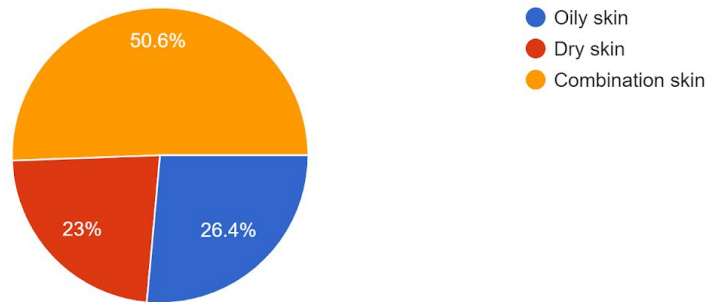


6. If 'Yes' Please specify



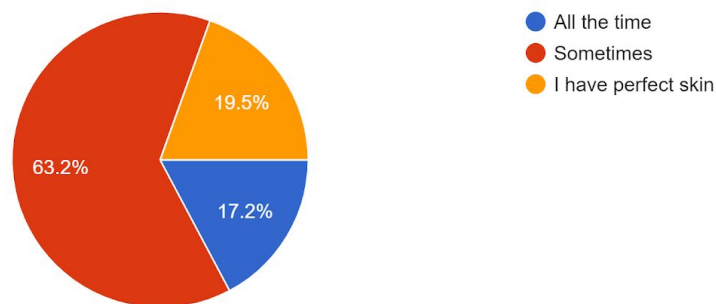
We asked the respondents to specify what products they use instead of soap and cleanser. This bar graph shows that people do use homemade products for their faces like turmeric and gram flour.

7. What is your skin type?



50.6% of respondents have combination skin which is a mix of both oily and dry skin. This tells us that the product should include ingredients that are helpful for people with combination skin.

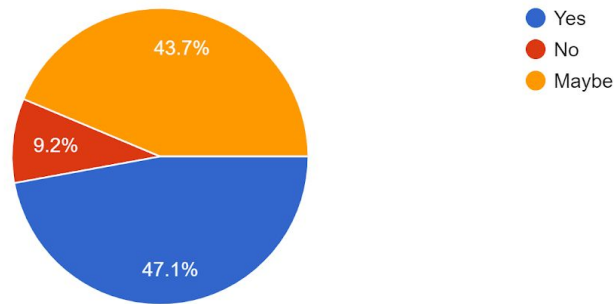
8. How often do you break out or suffer from skin irritations?



63.2% of the respondents' breakout and suffer from skin irritation occasionally. 17.2% have skin problems that they have to deal with every day.

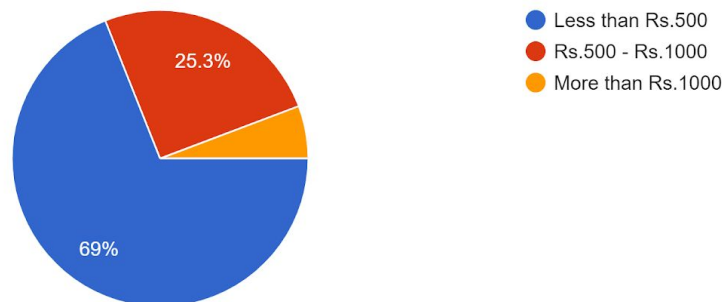
19.5% claim that they never have breakouts or have skin irritations, indicating that they take proper precautions to maintain their skin. Our product might catch the attention of this segment of the audience as it would help them maintain their flawless skin.

9. Will you buy an herbal cleansing product with antibacterial properties?



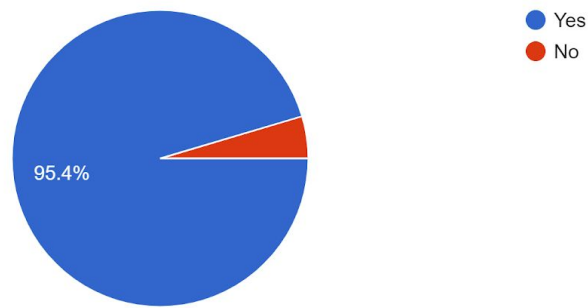
47.1% of the respondents are ready to use a herbal face cleansing product with antibacterial properties. 43.7% of respondents are open to it and 9.2% do not want to use such a product. This shows that many people value herbal products.

10. How much do you pay for face/skin products every month?



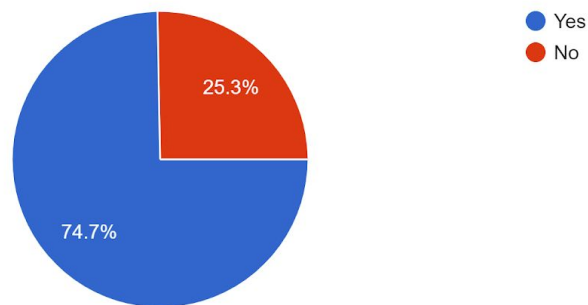
69% of respondents spend less than Rs.500 on skincare products. 25.3% of respondents spend Rs. 500 - 1000. This shows that the product should be within this price range.

11. Are you familiar with Himalaya products?



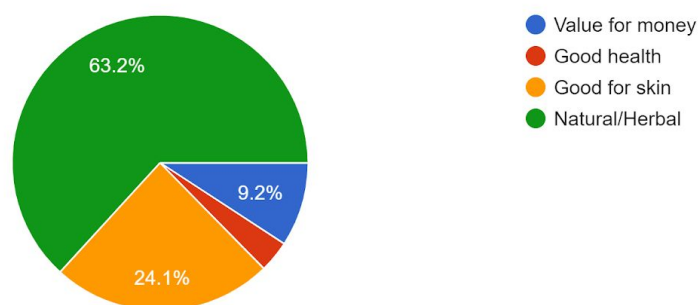
95.4% of the respondents are familiar with the brand. This shows that the brand is well known as it has been around for a while.

12. Do you already use any Himalaya products?



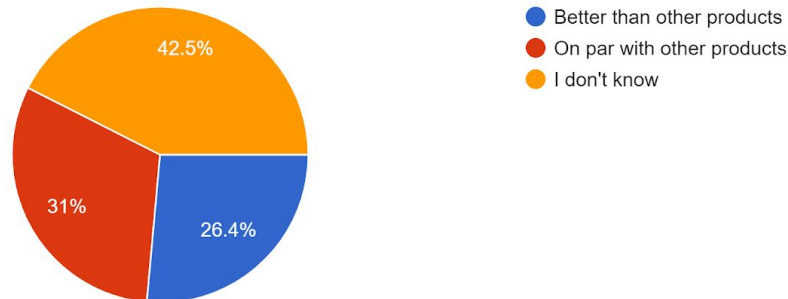
74.7% of the respondents are already aware of and use other Himalaya products, indicating their trust in the brand. It shows that they would be open to trying a new product launched by the same brand.

13. What comes to mind when you think about Himalaya?



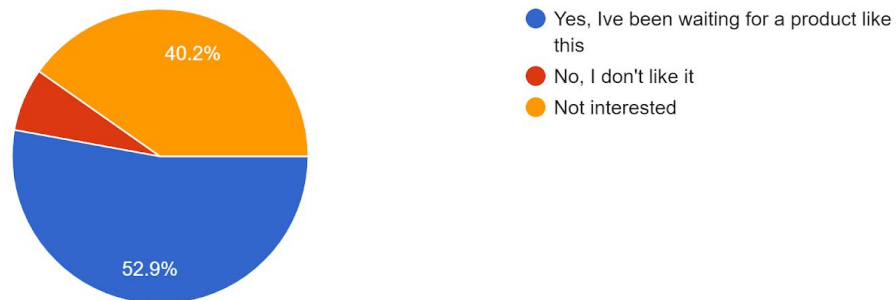
63.2% of respondents associate Himalayas with natural/herbal properties. 24.1% of respondents think it has good skin care products and 9.2% think it is worth the money. This shows successful brand positioning in the minds of the consumers.

14. How would you compare our products to our competitors?



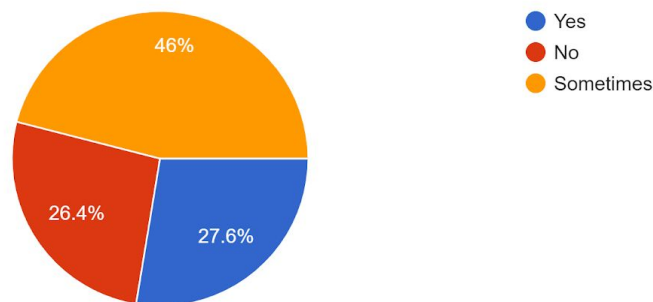
42.5% do not have an opinion or do not wish to compare Himalaya products with competitors. 31% respondents think it is on par with other competitors and 26.4% think it's better than its competitors

15. If Himalayas were to introduce a cleansing water, with disinfectant and antibacterial properties, would you consider buying it?



52.9% say that they were looking forward to finding a product like Dew Drop in the market, indicating that our product may do well in sales when launched. 40.2% however show no interest in the new product. Persuasive advertising may have to be used to reel them in to at least try out the product.

16. Do you prefer shopping online for products like these?



46% of respondents prefer shopping online occasionally. This shows that the product can be sold both online and in retail stores.

When asked what changes they would like to see in skincare products, most of the respondents valued natural and herbal products with fewer preservatives. They want safe options for their skin especially cleansing, antibacterial products.

Conclusion:

50% of respondents indicated that they would like a product like Dew Drop. This shows us that we will have a steady consumer audience. With the use of persuasive advertisements and different campaign strategies, more people can be targeted and reeled into purchasing and trying on the new product.

Target Market

Dew Drop is an antibacterial cleansing water which aims to help people suffering from acne. It helps reduce and prevent acne and other skin irritants by removing the bacteria on your face. Based on our research, women over the age of 19 were interested in the product.

We have a large audience segment:

The audience segment is large and hence we assume that the product will attract a large number of consumers.

Psychographics:

Ever since the COVID-19 pandemic, people have stopped wearing makeup and are focusing on their skin care.

Many people have started skin care routines, using several products to take care of their skin. They also value safe skincare options and prefer products with less chemicals.

Dew Drop will be a perfect product to start off their skin care routines as it will provide a clean surface to apply other products on.

Opinions, Behaviors , Attitudes values by consumers for the product:

- Consumers buy skin-care products both online and offline.
- They are willing to purchase skincare products at a reasonable price
- They are open to trying new products during this pandemic.
- Consumers also prefer products that are tested and approved by dermatologists.
- Consumers' choices are also influenced by opinion leaders (celebrities, beauty bloggers).

Marketing Objectives

- Launch and promote a new product.
- Increase awareness and demand for the new product.
- Increase the percentage of other audiences.
- Attract New Customers.
- Increase sales.
- Create an online presence.
- Increase profitability.
- Increase brand authority.

Positioning statement

Sanitization and skincare are not mutually exclusive in these trying times so we have created a product that suits both - an antibacterial cleaning water that uses organic and natural ingredients. Our product helps people dealing with skin problems and helps prevent the bacteria that causes it. DewDrop is infused with neem which helps fight off acne causing bacteria. Neem is recognized as a medicinal plant well known for its antibacterial, antimalarial, antiviral, and antifungal properties.

IMC Strategy

Integrated Marketing Communications (IMC) is a strategic, collaborative, and promotional marketing function where a targeted audience receives consistent and persuasive brand messaging through various marketing channels in an integrated way to move buyer's through the decision-making process.

Marketing Strategy:

Messages for the consumers about the product:

- Dew Drop is a type of cleansing water with antibacterial properties.
- It is made with natural ingredients- Herbal formulation.
- Reduces the risk of acne - perfect to prevent mask acne.
- Includes a small percentage of Retinol and Niacinamide.
- Safe for skin.
- Safe for all skin types.
- Can be used regularly.
- Safe for all age groups
- It's Dermatologically tested.
- Cruelty-free (not tested on animals)
- Environmentally safe (packaged with recycled and biodegradable materials).

IMC Objectives:

→ Attention and Awareness

One of the main objectives of IMC is to build attention and awareness for **Dewdrops**. A consistent brand voice helps build stronger relationships with consumers. Strong relationships translate into customer loyalty. Ideally, potential customers would see blogs or social media posts and immediately recognize the brand. Attention and brand awareness drive more traffic to the site or store, giving more opportunities for sales.

→ Interest

Another objective of integrated marketing communications is to generate interest in the product by informing customers of what differentiates our product and service from our competitors. We can also communicate information about the product to prospective customers. The goal is increasing demand for the product. This objective is not so much about making sales, but building relationships and convincing target customers to interact with **DewDrop**.

→ Desire

The next objective of IMC is cultivating the desire for the customers to make a purchase. In creating desire, we are trying to move your customers from liking our brand to deciding to make a purchase. This is the bridge to making a sale. Creating desire within our customer is usually done by elevating their perception of our product. One way we can create desire is through a free trial of the product. Once the customer knows how much value our product provides, they will be more comfortable paying for it. Another way of influencing customers through IMC is to establish an emotional connection. Forging a genuine, lasting relationship with customers is the ultimate way to gain their trust and ensure long-term sales.

→ Action

After forging relationships with our customers, gaining their trust, and piquing their interest in the product, our last objective of IMC is prompting the customer to take action on a purchase. We aim to incite action by reducing the consumer's purchase risk. An example of this is guaranteeing our product for 30 days. If a customer knows that they can return a product they don't like, they are more likely to make a purchase. Further, this is an excellent

time to set up and encourage repeat purchases. Integrated marketing allows customer relationship-building to occur in a way that's natural and mutually beneficial to businesses and customers alike.

Key Strategies:

Brand Awareness:

- Himalaya is a well-known brand, with a well-known logo.
- Creating a new logo for DewDrop will help it stand out and create its presence.
- The logo will follow the same color scheme as the original logo, with minor differences in the packaging so as to maintain consistency.

Television advertising:

Creating short (10 seconds) video ads with a concept that will be applicable to the current Pandemic Situation.

Things that will be mentioned in the ad:

- Price of the product
- The product will help maintain hygiene.
- Portable, so it can be carried around.
- Starting-offer price (promotional offer)
- Free sample with the purchase of 2 bottles.

Print Advertisement

The print ads will appear on well-known newspapers like The Hindu and City Times (TOI), as a front-page ad on the day of the product launch, followed by quarter-page ads on page 3 for three Sundays following the launch day. This will later be followed by a quarter-page ad on the last page, once in two weeks.

The Full Page ad will include a small trial sachet of the product. The consumer's experience of the product will help determine if people will buy the product or not.

Including the sachet will help eliminate the consumer's fear of the new product.

Social Media Marketing

Himalaya has a widespread presence over social media. Its Facebook fan page with 2 million like & 8K followers on Twitter and a strong community boasts about its active engagement. The company has also moved beyond social platforms to look at other digital platforms such as YouTube with 8K subscribers and microsites.

Instagram, Facebook, and Twitter:

Creating ads that are relatable for the audience and applicable to the current pandemic situation. Focusing on catching the attention of viewers with visuals and text.

Elements included in the ads:

- Advantages and features of the product
- Price of product
- Eye-catching Graphics.
- Creative captions along with links to the online stores (CTA-Click to action-Coupon codes for free samples)

The website interface is very nicely done. When Himalayas decided to go into the trend of an online store it allowed customers who preferred **online shopping to purchase** what they needed. This has been a very fruitful part of Himalayas ' overall business.

Youtube Advertising

Small commercials with an emotional appeal, making it relatable to the audience. (The ads made for television may be reused here).

Advertising Strategy

MEDIA PLAN

Objectives

1. Media Choices, Planning - Strategy & Budget
 - a. Television
 - b. Newspaper
 - c. Social Media
2. Creative Brief

Television Advertising

- The campaign will last for 4 weeks
- 10 second ad.
- Himalaya mainly focuses on the HSM market (North market or The Hindi Speaking Market) for television advertising. We have also included the South market for reference.
- We will mainly focus on GEC (General Entertainment Channels) along with a few news channels as their TRP ratings have gone up during the pandemic.

Media Rates- HSM TELEVISION

Himalayas' television advertising mainly focuses on the HSM - Hindi Speaking Market. After researching TRP ratings of each channel and programme, slots were decided to display the ads. We also took into account special events like IPL to decide how many times the ad will be repeated on certain channels.

The advertisements are ten seconds long and based on repetition of these ads the cost was calculated for each channel. The cost of advertising on different channels like colors, ZeeTV etc. were added. Thus, **Total Payable For Television: Rs. 1,56,39,456.**

For more information refer to the table in appendices - pg no: 48

South Rates (For reference)

SOUTH MARKET					
Market	Genre	Channel	Seconds	Avg Rate/sec	Outlay
TN	GEC	Sun TV	2000	35000	7000000
TN	GEC	Star Vijay	2000	27500	5500000
TN	Movie	KTV	2000	7500	1500000
AP & TS	GEC	Star MAA	2500	26000	6500000
AP & TS	GEC	Zee Telegu	2500	20000	5000000
AP & TS	Music	Gemini Music	2500	3200	800000
Karnataka	GEC	Star Suvarna	2000	22500	4500000
Karnataka	GEC	Colors Kanada	2000	19000	3800000
Karnataka	GEC	Zee Kannada	2000	10000	2000000
Kerala	GEC	Asianet	1500	23333.33333	3500000
Kerala	GEC	Manorama	1500	26666.66667	4000000
Kerala	GEC	Flowers TV	1500	13333.33333	2000000
South Total			24000	19208.33333	46100000

Newspaper Advertising

- **Newspaper advertising** can also be customized to meet any budget.
- The decline in **newspaper ad** revenue means fewer print and digital **ads** are included in each circulation.
- This is a significant benefit, as advertisers have less competition for **ad** space (and customers) than other mediums.

Rates for The Hindu (Tariff Rates in Rupees per Sq.cm. (w.e.f 1-05-2018))

Edition	Base	Mon to Thurs	Fri & Sat	Sunday	Front Page	Page 3	Backpage
	B/W	Colour	Colour	Premium	Premium	Premium	Premium
All edition metros	5420	7740	8440	8090	2710	1160	5420

Rates for City Times (TOI) (Tariff Rates in Rupees per Sq.cm. (w.e.f 1-04-2018))

Edition	Inner Page	Multiple	Front Page	Page 3	Backpage
Bombay Times	2785	2370	4635	3370	3305
Delhi Times	2085	1780	3855	2640	2640
Bangalore Times	2185	1855	3635	2565	2555
Chennai Times	1285	1090	1810	1550	1545
Calcutta Times	1160	985	1575	1232	1232
Hyderabad Times	770	655	1030	837	837
Kochi Times	161	140	183	173	173

We will mainly be advertising our product on **The Hindu and the city supplementary newspaper of Times of India**, that will be catering to the metro cities.

We will be putting a full front page Ad. on the day of product launch along with a trial sachet.

This will be followed by a quarter page ad. on page 3 for three Saturdays following the launch.

After this, there will be a quarter page ad. on the last page that will appear once in every 2 weeks.

Total price spent on Ads on
The Hindu = **Rs. 67, 55, 960**

Total price spent on Ads on
City edition (TOI) = **Rs. 3, 61, 39, 548**

**Total price spent on
Newspaper ads.**

= Rs. 4, 28, 95, 508

Social Media Advertising

Advertising on social media will help create a strong , media presence and also help reach the younger target market. The younger target market doesn't watch much television, hence it is vital to advertise on different social media platforms to grab their attention

We will be choosing Instagram, Facebook, Twitter and YouTube as our main platforms.

Advertising on Instagram:

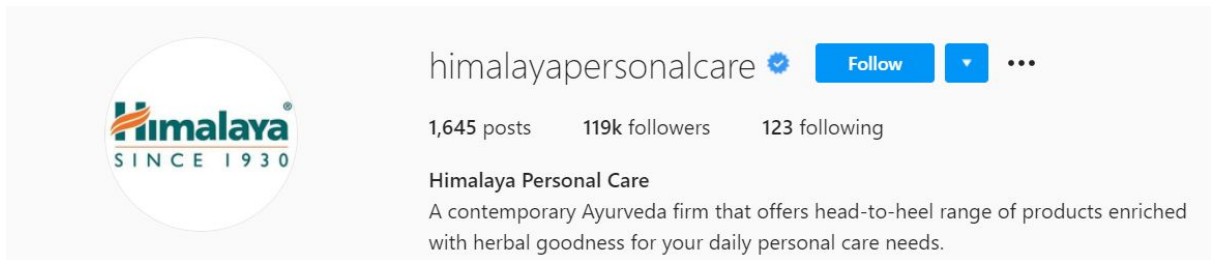
Instagram and Facebook are interlinked, so they follow the same methodology to target their audience. So we plan to initiate campaigns and track them to know our target's behavior.




To Reach our target, we will focus on :

- **Behaviours** -Choosing our specific target group based on the activities and behaviors they exhibit on and off Instagram and Facebook.
- **Lookalike Audiences** - Choosing audiences who like or embrace similar products from other brands.
- **Location** - Targeting people based on their demographics.
- **Demographics** - We will narrow down our audience based on information such as age, gender and languages.
- **Interests** - We will reach people based on interests such as the apps they use, ads they click on and accounts they follow.

Automated targeting:

Himalaya already has an instagram page @himalayapersonalcare with 119k Followers. We will take advantage of this and post both sponsored and unsponsored ads. Instagram works with Facebook to run ads.



himalayapersonalcare  [Follow](#)  

1,645 posts 119k followers 123 following

Himalaya Personal Care
A contemporary Ayurveda firm that offers head-to-heel range of products enriched with herbal goodness for your daily personal care needs.



NAMASTE
#ThePurestGreeting
IT ONLY SPREADS LOVE

Himalaya Personal Care 
@HimalayaPersonalCare · Medical & Health

[Shop Now](#)

[bit.ly](#)

[Home](#) [Reviews](#) [Photos](#) [Videos](#) [More](#) 

 Like  Message  

Instagram lets you select your ad objective, target audience and ad format within Ads Manager. Or select a post that you've already shared on Instagram and tap Promote. Instagram can also automatically create an audience of people similar to the existing followers. Therefore, tracking analytics will be easier.

Create New Use a Saved Audience ▼

Custom Audiences ③ Add Custom Audiences or Lookalike Audiences

Exclude | Create New ▼

Locations ③ Everyone in this location ▼

United States
 United States
 United States

Include ▼ Type to add more locations Browse

Add Locations in Bulk

Age ③ 18 ▼ - 65+ ▼

Gender ③ All Men Women

Languages ③ Enter a language...

Detailed Targeting ③ INCLUDE people who match at least ONE of the following ①

Add demographics, interests or behaviors Suggestions Browse

Exclude People

Expand interests when it may increase post engagement at a lower cost per engagement. ③

Connections ③ Add a connection type ▼

An estimated 106-316 people reached per day at the cost of:

₹74.01

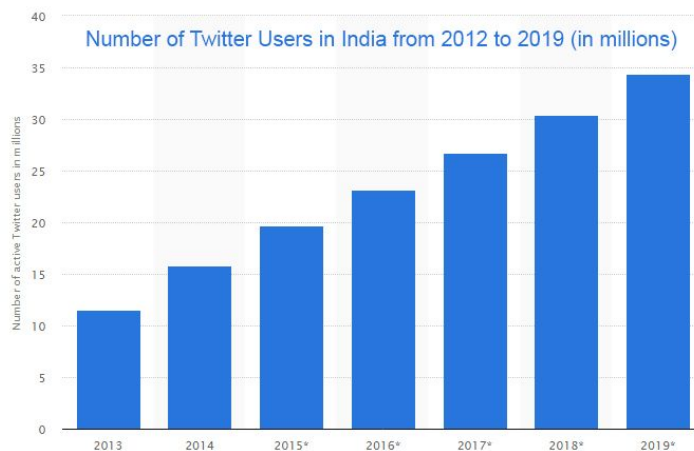
An estimated 4.7K-13.6K people reached per day at the cost of

₹5000

Instagram Total

Budget per day	No. of days the ad will run	Reach	Total cost
5000	7 (1 week)	95.2K	Rs.35,000

Advertising on Twitter



Twitter Ads campaigns can be customized to accommodate our budget. There is no minimum spend required for Twitter Ads, and always have complete control over how much we want the campaign to spend.



As Twitter doesn't offer the option to pay in INR, by default we will be making our payments in USD if we use Twitter Advertising in India.

That means our advertising costs on Twitter will be constantly influenced by the fluctuations in the USD/INR currency rate.

A brief idea about Twitter advertising costs in India in the year 2018 is as mentioned below:

\$1.5 to \$2.5 per engagement which works out to the Twitter ad price in India being INR 100 to INR 175 per engagement.

The cost to be paid depends on the budget and bid set for the campaign, as well as the target sector.

'LAUNCH' on Twitter helps Advertisers connect to the most valuable and influential people, when they are most receptive. Twitter uses the mentioned types to reach audiences from conversation targeting to re-marketing capabilities.

We are billed based on the campaign objective.

If we choose a campaign to increase follower count, we will be billed for each follower gained but not for any engagement or website clicks.

A brief idea about Twitter ads costs in India in 2018 is as mentioned below:

\$1.5 to \$2.5 per engagement which works out to the Twitter ad price in India being INR 100 to INR 175 per engagement.

For growing account followers, website clicks & conversions campaigns- \$2.5 to \$3.5 per lead, conversion, follower= INR 175 to INR 245.

Promoted trends cost \$200,000/- to \$250,000 per day= INR 14, 00, 000/- to INR 17, 50,000/- per day.

Instream video view costs are about \$0.01 to 0.10= INR 0.7 to INR 7 per view.

YouTube Advertising

Youtube is one of the top sites (3rd in rank after Google.com and Google.co.in) according to Alexa Top sites in India. With 225 million as monthly user base, it has already reached 80% of the internet population in India. Hence, Youtube advertising in India is a very good opportunity for brands to reach their target audience.

Benefits of YouTube Advertising

YouTube has a reach of 225 million users in India and an average user watches about 40 minutes of video on YouTube. YouTube Advertising is a popular option to reach the masses especially non-metro cities which contribute 60% of the users.

One of the most important benefits of YouTube Advertising is the opportunity to target our customers by using any of the five filters possible: Topic, Demographics, Keywords, Placements and Category.

YouTube Advertising is economic as compared to other video platforms.

We can track the ad performance in real time and make changes whenever required.

Deeper connection with the audience through video ads A lot can be expressed through a good video.

YouTube Ad rates

Media	Rate
Banner	Per click - ₹ 5
Video	Per view - ₹ 0.25
Mast head video	Per click - ₹ 0.09
Discovery media	Per click - ₹ 0.5

**Estimate of Total Budget For the Launch:
6,00,00,000 INR**

Creative Brief

Launching on **10th December, 2020**, The DewDrop Campaign will go up on T.V., Newspapers and social media. The main source of advertising will be Television which last for 4 weeks.

The product: Dew Drop

Dew Drop is a type of cleansing water with antibacterial properties.

Product Price: Rs. 359 (For a 150 ml bottle)

- It is made with natural ingredients
- Antibacterial
- Reduces risk of acne - perfect to prevent mask acne.
- Includes a small percentage of Retinol and Niacinamide.
- Safe for skin

Communicative objectives:

- Establish awareness about DewDrop- Cleansing water.
- Generate buzz and word of mouth about the product,
- Promote the product on Television, Social media and Newspaper.

Strategic Plan Development:

82.8 % Of the respondents from our research were female. However, the product will still aim to target all genders as it is a product to be included in people's skin-care routines. This is also a product that helps maintain personal hygiene and will be useful during the Pandemic. Based on our research, women over the age of 19 were interested in the product. Television and Social media will be our main focus.

Attitudes/Activities/Behavior:

- Consumers buy skin-care products both online and offline.
- They are willing to purchase skincare products at a reasonable price
- They are open to trying new products during this pandemic.
- Consumers also prefer products that are tested and approved by dermatologists.
- Consumers' choices Consumers' choices are also influenced by opinion leaders (celebrities, beauty bloggers).
- Due to the pandemic , personal hygiene has become very important hence our product will become a “must have” item.
- People will want to include it in their skin care routines and also for maintaining a Healthy- Bacteria-free- skin.

Key Strategies:

- Based on our research we were able to establish key strategies:
- Using traditional and non traditional vehicles(media) to reach
- different age groups. We can succeed if we use social media to reach
- a younger audience.
- Tying the perspectives of skincare and hygiene/protection.
- Promotional Offer: 2 free Himalaya moisturizer for the first week after the launch.

Who (target) - Dew Drop is an antibacterial cleansing water which aims to help people suffering from acne. It helps reduce and prevent acne and other skin irritants by removing the bacteria on your face. Based on our research, women over the age of 19 were mentally consumed by the product.

Where (Geographic)- The campaign will be launched in main metropolitan cities in India. Chennai, Mumbai, Delhi, Bangalore, Cochin and Kolkata.

When (Launch) - **11th December 2020**. December is the holiday season and the T20 series starts. This will increase the number of viewers in different mediums.

What (Vehicle Selection-Media choices) -

- Television (please refer to the excel sheet),
- Print media - Newspapers-The Hindu, City times.
- Online advertising - Youtube, Instagram, Facebook, Twitter

How Much (Weighting and Budget) - Himalaya is a Rs. 2000C revenue Generating Company. Our total budget for the year to cover all marketing costs will be Rs. 150 Crores.

CREATIVES

THE LOGO



Himalaya has a very recognizable logo

The DewDrop logo was designed while trying to maintain the same colour scheme and simplicity as the original logo.

THE PRODUCT



- DewDrop is a cleansing water with antibacterial properties.
- To be used on the face and neck after washing your face.
- Quantity: 120ml
- The introductory price for the product will be Rs.250
- Price will later be increased. (as mentioned in the media plan)

PRINT AD

We will mainly be advertising our product on The Hindu and the city supplementary newspaper of Times of India, that will be catering to the metro cities.

1. We will be putting a full front page Ad. on the day of product launch along with a trial sachet.
2. This will be followed by a quarter page ad. on page 3 for three Saturdays following the launch.
3. After this, there will be a quarter page ad. on the last page that will appear once in every 2 weeks.

DEWDROP

NEW CLEANSING WATER
WITH ANTI-BACTERIAL PROPERTIES

- STAY SAFE
- STAY CLEAN
- STAY PROTECTED

ONLY AT Rs. 250/-

Himalaya
SINCE 1930

DEWDROP
Himalaya
SINCE 1930
CLEANSING WATER
WITH ANTI-BACTERIAL
PROPERTIES
All Skin Types
ALCOHOL FREE

Himalaya
SINCE 1930

INSTAGRAM POSTS



SOCIAL MEDIA POSTS

- The above posts can be posted on all social media platforms.
- The ads may be sponsored or unsponsored.
- The ads will have a short caption along with a link to the website that will be selling the product.

T.V. AD (SCRIPT FOR 10 secs)

T.V. Commercial

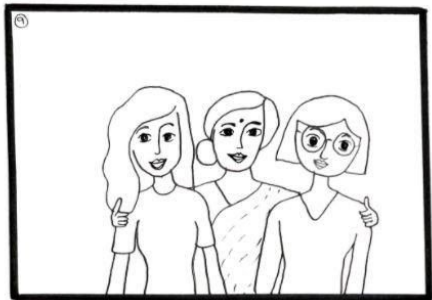
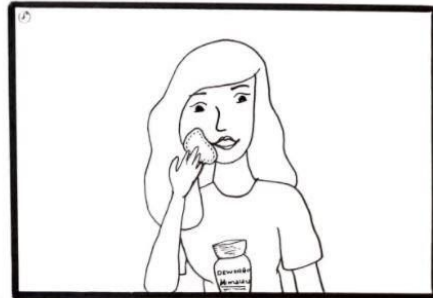
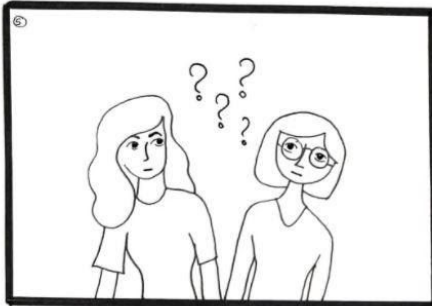
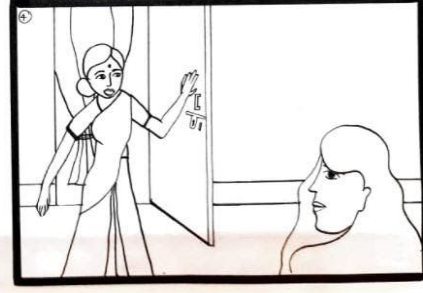
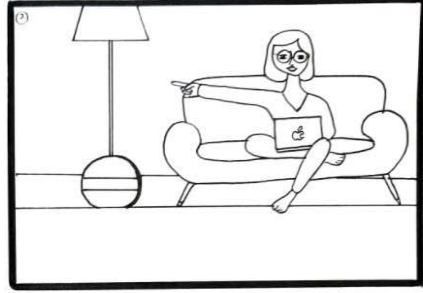
Concept 1 (dramatic)

Characters: Girl, Sister, Mother

INT of House

Video	Audio
	(BGM will play throughout and volume will increased on parts with no dialogue)
Mid Shot of the GIRL coming home. (she's wearing a mask)	GIRL: "I'm back"
Cut to SISTER Pointing to the bathroom	SISTER: "Ah you're back! Go take bath immediately."
Mid long shot of GIRL coming out of the bathroom while drying her hair with a towel.	
MOTHER enters.	MOTHER: "You took a bath, but will that be enough to protect you?"
Cut to mid shot of confused looking GIRL and SISTER.	
Cut to MOTHER	MOTHER: "Here, use Himalaya DewDrop."
Cut to shot of the product Graphics.	
DewDrop Product with CG background. The Background will contain graphics of the ingredients.	MOTHER (voice over): "It has Antibacterial properties and its Ayurvedic."
Cut to Mid shot of the GIRL using the product.	
	GIRL: " WOW, this is also really refreshing"
Cut to Group Shot of the GIRL, SISTER and MOTHER.	
	ALL SPEAK TOGETHER: "Stay Safe, Stay Clean, Stay Protected!"
Fade in to The Himalaya logo on a green Background.	

STORYBOARD (FOR THE ABOVE SCRIPT)



Concept 2 (Visual)

Characters: Himalaya Representatives model (corporate)

Shooting locations: INT. Studio with creative colours

Video	Audio
<p>Model walks towards the camera.</p> <p>Cut to mid- shot of a model approaching a sink and mirror in the studio.</p> <p>Cut to CGI of regular generic soaps, being dropped.</p> <p>Cut to model soaking a cotton ball into the product.</p> <p>CGI of dramatic visuals of the product plays.</p> <p>Cut to model, swiping cotton ball with product across her cheek.</p> <p>DewDrop Product with CG background. The Background will contain graphics of the ingredients.</p> <p>Fade-in to The Himalaya logo on a green Background.</p>	<p>Narration:</p> <p>After a long day, all we want to do is unwind.</p> <p>But regular soaps can contain harsh irritants and can mess up your skin's natural suppleness.</p> <p>Your skin deserves to be treated gently.</p> <p>Try new DewDrop Soft Cleansing Water by Himalaya.</p> <p>Removes microbial bacteria, in just a swipe. Cleanses deep into the skin, and prevents acne.</p> <p>DewDrop Water by Himalaya.</p> <p>Stay safe. Stay clean. Stay protected.</p>

Concept 3: Visual

Characters: Himalaya Representatives, unisex corporate workforces (participant)

Shooting location: INT of a corporate office;

Time: Evening

VIDEO	AUDIO
Mid shot of people leaving their office	Background noises and the natural sound produced by actors.
Camera cut to the Himalaya Reps waiting at the lobby	Same background noises
Medium shot of the rep and the individual	Himalaya representative: Hello have you heard of Himalaya DewDrop
Close up of the representative pouring DewDrop in a cotton pad and handing to the individual	
Medium shot of rep and the person; the rep explaining how to use the product.	Voice over: Dew drop Removes microbial bacteria, in just a swipe. Cleanses deep into the skin, and prevents acne.
	Reaction sound produced by actors
Medium long shot of the person cleaning the face with water.	Participant: Wow my face looks clean and refreshed.
Medium close up of the live reaction from the person	My skin also feels soft compared to the results from my regular products.
	Voice over: Dew Drop Micellar Water by Himalaya.
DewDrop Product with CG background. The Background will contain graphics of the ingredients. Fade-in to The Himalaya logo on a green Background.	Stay safe. Stay clean. Stay protected.

Campaign evaluation plan

Brand awareness will be measured by surveying our target audience at the end of the year. If the campaign was executed as planned we are confident that the survey will reveal at least 50% of our target audience is familiar with key messages of Himalayas Dew drops. Market Share will be measured by comparing our sales(?) to our competitors. Our IMC plan will most definitely yield a market share in excess of 30% by the end of year one.

Gross Rating Points (T.V.)

We will be evaluating ad campaigns by looking at both the reach the medium offers and the frequency at which the viewer sees the ad. The tool we use are "gross rating points," which are calculated by multiplying the audience reached by the frequency of its exposure to the message during a given period. A rating point is one percent of the potential audience, meaning a show that has a rating of 10 points gets 10 percent of the viewers. So, if a TV ad has a reach of 30 percent of its target audience, and the ad shows four times, the ad campaign has 120 gross ratings points.

Effective Reach

Another way to measure the usefulness of an ad is to measure the effective reach, which tracks the percentage of the possible audience that sees an advertisement and how often that advertisement is viewed. We will use effective reach to judge the quality of the exposure to the ad. Ideally, we want many people to see our ad at least a few times. However, according to Audience Watch, if the frequency is too high, the ad is thought to produce diminishing returns. So we believe an ad must be seen a few times before it becomes effective and must balance frequency with the risks of overexposure.

Using Reach

We will be using information about reach, to target the consumer demographics or groups that are most likely to buy the product. For instance, a toy maker would want to air ads during children's programming rather than on late-night talk shows. To make this task easier, in addition to gender, race and region, we will be separating ratings into the 12-17 age group, 18-49 age group, and the 55 and older age group. We will also be testing the ad with focus groups before broadcasting it or conducting surveys after its broadcast to determine its effectiveness.

Conclusion

As Campaign Managers our goal was to make sure that our target audience got persuaded to buy our products and would be benefited by it, with our persuasive advertising strategies. We wished to achieve positive results and increase brand awareness amongst our target audience. Our next goal would have been to expand our reach, as well as examine new competitors, new potential markets and any changes in brand image.

As students, we needed to launch a product in the market and the different strategies and methodologies needed to create a successful campaign. It helped us understand the behaviour of the target market and what we had to do to influence them. We were given the opportunity to survey people to help with our quantitative reports.

Appendices

Questionnaire:

(This study is intended purely for academic purposes.)

This survey is intended for the purpose of identifying an audience for a new product - "Disinfectant face cleansing water" by Himalaya.

This is a college project and the product is imaginary. The objective of this project is to learn how 'audience segmentation' works and how an audience would react to a new product in the market.

Thank you for taking the time to help answer this survey.

Questionnaire:

1. Age

- a. 15 to 18
- b. 19 to 25
- c. 26 to 35
- d. 36 to 40

2. Gender:

- a. Male
- b. Female
- c. Others

3. Do you wash your face only with soap when you get back home after work?

- Yes
- No

4. What type of soap/cleanser do you use for your face?

- Cream Cleansers
- Foam Cleansers
- Oil Cleansers
- Clay Cleansers
- Micellar Cleansers
- Bar Cleansers

5. Do you use any other product which is not a soap/cleanser?
- Yes
 - No
 - If yes, please specify :
6. What is your skin type?
- a. Oily skin
 - b. Dry skin
 - c. Combination skin
7. How often do you break out or suffer from skin irritation?
- a. All the time
 - b. Sometimes
 - c. I have perfect skin
8. Will you buy a herbal face cleansing product with antibacterial properties?
- Yes
 - No
9. How much do you pay for face/ skin products every month?
- a. Less than Rs. 500
 - b. Rs. 500- Rs. 1000
 - c. More than Rs. 1000
10. Are you familiar with Himalaya products?
- Yes
 - No
11. Do you already use any Himalaya products?
- Yes
 - No

12. What comes to mind when you think about Himalaya

- a. Value for money
- b. Good Health
- c. Good for skin
- d. Natural/herbal products
- e. Other (specify):

13. How would you compare our products to our competitors?

- a. Better than other products
- b. On par with other products
- c. I've never used it

14. Will you be willing to buy our new Cleansing Water?

If Himalaya were to introduce cleansing water with disinfecting properties, would you consider buying it?

- Yes
 - ★ I like the brand
 - ★ I like the concept
 - ★ I've been waiting for a product like this
- No
 - ★ I'm not interested
 - ★ Don't want to spend money on something like this.
 - ★ I don't need it.

15. Do you prefer shopping online for products like these?

- Yes
- No

16. What improvements do you want to see in face cleansing products?

Please type your answer:

