

**Our task is to formulate such an integrated campaign strategy that can run for 2 years. How it could be broken down phase-wise for better control**

## They want us to be specific on:

- What channels will be used
- What approaches are charted?
- How many days/months will it take before the launch takes place and everything runs smoothly?
- If there are web-films, accompany them with scripts or storyboards
- Explain powerfully, yet briefly why the chosen approach will help the brand's objective

**Project Objective:** We are taking up the digital presence pitching of Patanjali FMCG products in order to help in company's increased brand awareness digitally and through social media as well.

**Company Name: Patanjali Ayurved Ltd. [www.patanjaliayurved.net](http://www.patanjaliayurved.net)**



### The 2 yrs long digital media campaign of Patanjali would be aimed at..

*Increased brand awareness by reaching out to more people digitally*

**The goal would be met by way of the following objectives:**

- ✓ **Consideration-** to make people think more about Patanjali products and seek more information about Patanjali
- ✓ **Conversion –** to encourage people to buy Patanjali products
- ✓ **Advocacy –** to recommend about Patanjali products to others

**Please be specific:**

**a. What channels will be used**



### I)Website amplification ( through Forum, Group, Idea Platform)



## II ) Social Media

## Facebook

Youtube

Twitter

**b. What approaches are charted?**

To meet the goal, following 2 strategies would be used...



- a) **Engage strategy** – where individuals would be engaged to Patanjali's videos / Ads to get knowledge and information that would add value to their health and lives



- b) **Connect strategy** – where individuals would be encouraged to connect with others, share views, ideas, participate in discussions. That is they would get connected and help spread the awareness too.

## I) Website Amplification

**Objective :** Increased participation and connection of customers / visitors / leads

**Strategy used:** Connect Strategy

**Action:** through creation of...

- a) Web Community Forum
- b) Groups
- c) Idea Platform



### a) Web Community Forum

A Web community (FORUM) where every member will be encouraged to...

- ✓ Share views
- ✓ Ask Questions
- ✓ Write articles, blogs or content
- ✓ Upload video, images

### b) Groups

Within the Forum, options of connecting / creating Groups with like minded individuals will be there. Here they can have a more niche discussion and can invite (message / mail) friends to join



### c) Idea Platform

– A separate section in website. Asking for Ideas from members

on...

\*How they think the service can improve and innovate

\*What more they expect to give even better experience

\*If anyone has any innovative product idea which one has personally tested and found effective and wants to showcase it, this could be an ideal platform. The BEST IDEA OF THE MONTH could be awarded a Patanjali's product.

Promotion and awareness of such website enhancement would be done through regular FB ,Twitter messages.

## II) Social Media

Objective: increased awareness, consideration, conversion, advocacy

Strategy used : Engage strategy

Action: there would be...

- 1) A series of DIY videos 10-15 minutes each ( to be uploaded in Youtube, FB, website )
- 2) Youtube product Ads
- 3) FB, Twitter advertisements – first a series of single image ads, then video ads



### 1) 'DIY' \*health youtube videos on...

@ Easy Exercises while at sedentary work to keep fit [ 3 videos to start with ]

@Accupressure [ 3 videos to start with ]

Subsequently after observing the performance, response more such videos could be added on various health topics like DIY-Home Remedies, Mudras, Pranayams, Easy Therapies etc

**Note:** A sample video script of such DIY health workout at office is attached.

All such videos are to be uploaded in Patanjali website as well.



### 2) Youtube Product Ads

Targeting the audience watching health, fitness, beauty related videos. The videos would advertise Patanjali FMCG products, their uniqueness and usefulness.

### 3) Advertise Patanjali FMCG products on FB, Twitter

Categorizing Patanjali FMCG products into 4 broadly speaking.

- i) Edible ( Grocery, Biscuits, chocolates, candies, snacks, ghee, oil, milkpowder, noodles, oats )
- ii) Herbal Cosmetics ( Haircare, skincare, dental care etc)
- iii) Juices & Health drinks
- iv) Detergents, soaps

There would be 2 broad categories of product Ads

- i) Product Image Ad and ii) Product Video Ad

## i) Product Image Ad

From each category, at the onset, most running items would be picked up for Image advertising through FB, Twitter.

Then video product ads would be made for such chosen products

For example here we have given ad idea for Patanjali tooth paste Dant Kanti which has reduced the market share of Colgate, Pepsodent etc drastically and is a very hot running item.

FB / Twitter power punched Ad Ideas...

# Variety-1 [ both for FB & Twitter ]



Headline: **Your Dentist In Tube**

Text : Your food needs salt Not toothpaste. DantKanti has 13 herbs that every tooth needs

url : [patanjaliayurved.net](http://patanjaliayurved.net)

# Variety-2[ both for FB & Twitter ]



Headline: **Chemical toothpaste KILLs**

Text : Patanjali toothpaste with 13 herbs. Premium Free insurance for your teeth!

url : [patanjaliayurved.net](http://patanjaliayurved.net)

Note: Image containing the texts in the tube needs to be photographed after actually wrapping / painting the words in the tube itself, since FB prefers minimum text in image. [Not getting into details of scrapping of 20% -text rule of FB – better to play safe] Patanjali toothpaste cover itself contains all the ingredients printed. Only the other one needs to be redone.

## ii) Product Video Ad

Each such video would showcase...

- ✓ Why Patanjali Products are good
- ✓ How they differ from products available in market
- ✓ Health hazards of using chemical based products vs usefulness of natural, herbal products

That is, these should be benefit-oriented and awareness-oriented

c. How many days/months will it take before the launch takes place and everything runs smoothly?

Since the products are huge ( 1000+) and the campaign needs to be run for 2 years, the digital branding activities needs to be done in phases.

It would be an ongoing process. Like, while the roll out of first phase goes on, preparation for the second phase needs to be completed and so on.

Also to keep in mind that the campaign performance needs to be tracked, monitored, measured and optimised accordingly.



### Setting the Timeline

We propose to set up a timeline for campaign for the first 6 months. During this time campaign will happen in 4 phases. Let's call it Campaign-1.

After 6 months review will be done and then decision to be taken for the next half of the year's campaign. Like what modifications need to be done, whether the pace needs to be increased or decreased, which all items are doing good and which are sagging and why etc.

### Campaign-1 Detail Workout

-Happens in total 4 phases.

#### Phase-I

Preparation Time : 2 months

- a) Making and publishing Youtube DYI videos – 2 nos
- b) Website augmentation – creating Forum, Group, Ideation platforms

#### Phase-2

Preparation Time : 2 months

- a) Increasing website traffic, encouraging participation through FB, Twitter messages
- b) Making and publishing FB, Twitter Product image ads – 16 nos
- c) Making and publishing Youtube DYI ads- 2 nos

#### Phase-3

Preparation Time : 1 month

- a) Measuring success of phase-1 and phase-2
- b) Doing necessary changes / optimisations
- c) Making and publishing Youtube DYI ad - 1 no
- d) Making and publishing Youtube product ad – 1 nos
- e) Making and publishing FB/Twitter product Video ad – 2 nos

#### Phase-4

Preparation Time : 1 month

- a) Measuring success of phase-1 ,phase-2 and phase-3
- b) Doing necessary changes / optimisations

- c) Making and publishing Youtube DYI ad - 1 no
- d) Making and publishing FB/Twitter product Video ad – 2 nos
- e) Making and publishing Youtube product ad – 1 nos
- f) Making and publishing FB, Twitter Product image ads – 8 nos

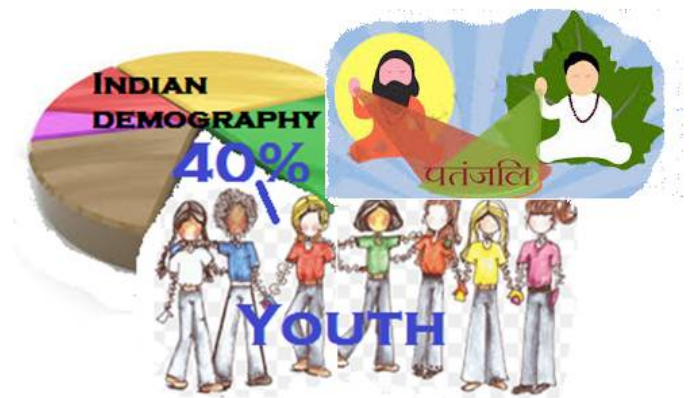
### Campaign-1 First 6 months' Work Summary

- i) DYI Youtube Videos – 6 nos
- ii) Website enhancement – Forum, Group, Ideation platform & awareness creation through FB, Twitter
- iii) FB, Twitter Image Ads – 24 nos
- iv) FB, Twitter Video Ads – 4 nos
- v) Youtube Product video ad – 2 nos
- vi) Continuous monitoring, optimisation of all the above

d. If there are web-films, accompany them with scripts or storyboards  
a sample video-script for the initial phase of DYI video ad is attached (as also mentioned before)

e. Explain powerfully, yet briefly why the chosen approach will help the brand's objective.

Patanjali's Social Media presence is almost nil as of now. Without a powerful social media presence increased branding can't be achieved.



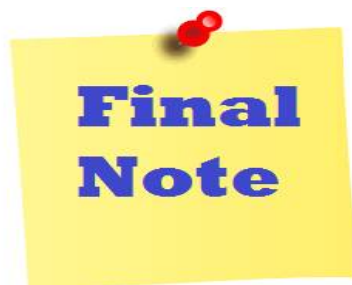
### With Powerful Digital Presence Patanjali reaches a huge market of ...

- 40% of India's population under 35
- A million people turning 18 every month
- Very social, internet and search savy population
- Youth who Love to share and talk
- Very expressive people-if love a product immediately endorse, if not, immediately trash





Increased digital branding also helps spread fast like...



No campaign how much ever big or powerful can really succeed in true sense unless its applied methods are measured.

We have already proposed the practice of measuring each phase's result and continuous monitoring, optimizing the resources used for optimum result.

Here are a few measuring methods that we propose to be used.

### 1. Channel Engagement metrics

This measures how much attention we are getting from people from FB / Youtube/ Twitter. This is done by way of measuring likes, comments, shares.





Scene Nos	Shot Nos/Run time	VIDEO	AUDIO
1.	1. Run Time 70 secs	FADE IN INT. PATANJALI OFFICE. DAY  An office room with Patanjali logo. Different workstations with table, chairs computers.	Background music (soft) Beethoven's- 6th Symphony:Happy Arrival  VOICE OVER According to doctors, people who sit at one place for six to eight hours a day run the risks of Heart Disease, Blood Pressure, Diabetes, Obesity, Back & Neck pain, spondylosis, muscular degeneration and cancer.
	2. Run Time 48 secs	NISHA wearing white kurti with Patanjali logo on it enters the room. Folds her hands in Namaste.	NISHA Hello I'm Nisha. And I'm going to show you some simple 7 exercises that you can do and should do at your work place.
	3. Run Time 40 secs	NISHA sits on her revolving chair. Straightens her back. Puts her hands behind her head. Pushes elbows back.	VOICE OVER Elbows back stretch. Straighten back. Put hands behind head. Push elbows back to increase stretch. Hold for a few secs.
	4. Run Time 50 secs	NISHA turns back with her chair. Stretches her arms holding the chair. Joins fists.	VOICE OVER Back chair stretch. Straighten back. Take your arms behind the chair's back holding the chair in your arms. Join fists. Hold for a few seconds.
	5. Run Time 40 secs	NISHA stands up takes her arms back and holds her desk. Bends her body slightly.	VOICE OVER Reverse plank Hold on to desk and push body up. Hold for 10 secs. Great exercise for your lower back.
	6. Run Time 24secs	NISHA stands straight. Then stands on her toes and back to normal. Repeats 4 times.	VOICE OVER Calf Raises. Stand straight. Then stand on your toes. Repeat 10 times.
	7. Run Time 54 secs	Standing straight NISHA lifts her left arm up in the air. Brings down. Does the same with her right arm. Repeats 4 times.	VOICE OVER Alternate arm raising Stand straight. Lift your left arm straight up in the air. Bring down. Do the same with your right arm. Do it 5 times.
	8. Run Time 54 secs	Sitting on the chair NISHA rotates her neck 5 times on each side.	VOICE OVER Neck Rotation This you can do standing or sitting. Rotate your neck from left to right 5-6 times and reverse the same. Great exercise for your neck.
	9. Run Time 64 secs	NISHA stands. Bends her arms and holds her shoulders. Rotates arms still holding the shoulders. 5 times clockwise and 5 times anti clockwise.	VOICE OVER Shoulder Rotation Bend your arms and hold your shoulders. Rotate your arms while holding the shoulders. Do this several times clockwise and anti clockwise. You can do this while sitting or standing.

	10. Run Time 116 secs	NISHA's face on close up	<p>NISHA</p> <p>You don't need to do all the exercises at one go. You can do a few at one time, rest later. You can repeat any or all of them as many times during the day. Share this video with at least three to five friends. SHARE HEALTH! SHARE GOODNESS. It's a gift that costs you nothing.</p> <p>Background music (soft) Beethoven's- 6th Symphony:Happy Arrival</p>
	<p><b>Total shots</b> =10</p> <p><b>Total Runtime</b> =560 secs or 9 mins approx</p>		