

Asian Marketing Effectiveness Awards 2009

Written Submission Template

ALL entries for Asian Marketing Effectiveness Awards must be submitted using this form, completed in Times New Roman, Font size 12, no more than 2000 words in content. No images should be included in this document. Your entry will be marked by the judges on the following criteria: Strategy (20%), Creativity & Innovation (25%), Execution (25%), Results (30%).

Please refer ONLY to campaigns launched or current during the months from April 1, 2008 to March 31, 2009.

Please refer to the entry kit for how to submit your entry and any format details for any other appropriate supporting materials.

Submit your entries online at <http://www.ame.asia>

Section 1: Campaign Details

Campaign Title: **LUX DIVA TEMPTATION**

Brand Name: **LUX**

Campaign Duration: **March to April 2008**

Advertiser (Company Name): **HINDUSTAN UNILEVER LIMITED**

Type of Product or Service: **BEAUTY SOAP**

Cost of Campaign: (Please tick the approximate total cost (in US\$) of production and media for executing this campaign.

- \$0 - \$49,999 \$50,000 - \$99,999 \$100,000 - \$249,999
 \$250,000 - \$499,999 \$500,000 - \$999,999 \$1 million - \$9.9 million over \$10 million

Where available please provide a breakdown of spend by individual media:

Not Available.

Section 2: Campaign Summary

Please provide a concise summary of the campaign, briefly highlighting its accomplishments in relation to the objectives.

Lux, a 78 year old brand, enjoys universal awareness in India. Its position as “Beauty Soap of Film Stars” was under threat from copycat competitors, its functional promise of “soft & smooth skin” wasn’t differentiating enough. The objective was to reverse these declines and assert core properties through a re-launch of Lux’s base variants.

A renewed focus on the Bollywood connect, activated through a vigorous PR campaign, all within a space of three months, pumped new life into the brand. KPIs, measured on image attributes, rose : “have a buzz or excitement about them” (8%), “recently talked about to friends” (8%);

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“would recommend to others” (10%). Functional attributes rose steeper: “soft & smooth skin” (12%), “moisturizes better than others” (12%).

Section 3: Marketing Challenge and Objectives

Please provide a concise description of the context within which the campaign operated. Include information on product/service positioning, level of competitiveness, market conditions and trends, as well as cultural and political sensitivities. Define objectives of the campaign in the given amount of time and highlight other important factors relative to the promotion and its success.

CONTEXT:

The Beauty Soap of the Film Stars:

Lux, a 78 year old beauty soap brand, wrote the book on celebrity endorsement, across the globe and in India. Over the years, this position had been instrumental in creating equity.

Through its unerring habit of identifying the next reigning leading lady, Lux dominates the mind-space like few brands. It enjoys near universal awareness, **anywhere between 35 to 45% name Lux first.**

CHALLENGES:

Copycat competitors:

This immensely successful formula, of film stars endorsing beauty soaps, was copied across the industry. Launch or re-launch, every soap brand had a famous face endorsing it.

Erosion in Brand Values:

This was eroding Lux’s immediate association with its enduring brand property, its emotional connection with Bollywood film stars.

Worryingly, the functional equity of soft & smooth skin, was eroding fast in small town India, the growth markets for Lux. Lux had dropped from 59% (November 2007) to 49% (February 2008).

Other key benefits were on the decline as well: “Moisturizes skin better” (52% to 34%).

This situation was born of a variety of factors: low differentiation, an overdose of varianting across the category and of course, intense competitive activity.

There was no time to be lost.

OBJECTIVES:

Wrest the Bollywood connect back from competitors, generate buzz & talkability; leading to a rise in emotional and functional attributes, as measured by KPIs in the monthly brand track.

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We were hoping to shift KPI by 5%. A mammoth task for a brand which enjoys universal awareness, owned around 60% of the mindscape on “soft & smooth skin”,

The time period for the activity was *three months*. Hardly generous.

Section 4: Target Markets

Describe your targeting strategy and define target markets and segment, including demographics profile of target audience and scope of campaign (local or regional).

Lux is a beauty soap for Miss India and Mrs India. This is an inclusive brand, it cuts through the length & breadth of the country, urban and rural areas.

The mindset target was a women for whom sensuality is an enabler to play with all the facets of her ability to attract men, to stand out in a crowd, to be the focus of attention, to compete with other women...all the things that express her femininity. She is not creating an image that is defined by men...instead, she is managing and controlling the impression they have on her. She is in control rather than passive; plays an active role, and has attitude.

Soft skin is amongst her top 5 desired things. Something Lux had been providing for 78 years.

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Section 5: Strategy

Describe the key message of the campaign. List and explain the communications mix and weighting used to implement the campaign and the reasons why these channels were selected. Describe the creative approach backing it with insights and/or findings from research conducted (if any). Finally, describe the expected demonstrable results of the effectiveness of the campaign in meeting the overall objective.

The advertising promise of Lux is **TEMPTING SKIN**.

We had **Priyanka Chopra (Miss World 2000) and Leading Lady of Bollywood**, who endorses the brand. Her ascent from a small town to the dizzying heights of international stardom was the stuff of inspiration to our target audience, everywhere in India.

Given the steep results expected in a limited time and budget, talkability needed to be built in as a multiplier. Except that there are at least ten top stars endorsing soap brands. And that re-launching a toilet soap is hardly front page stuff.

We began with first principles.

What is the fastest communication mode known to humans?

Rumor.

How could we create a rumor which would galvanize Indian media, which would electrify audiences and engage them?

What are the most engaging stories, which have the strongest legs?

Tales of Love.

From Paris/Helen to Joe DiMaggio/Marilyn Monroe, or to Lady Diana/Dodi. Paparazzi have lapped up these stories like no other.

We had Priyanka Chopra, one of the most desirable women on the planet. All we needed was an ardent admirer.

We found him in Shreesanth. Enfant terrible, a flamboyant cricketer, he is one of the best recognized young men in India, renowned for wearing his heart on his sleeve on the playing fields.

Indians and celebrities have a love hate relationship with the Media. We hang on to their sensational stories, while deriding their low standards of journalism (sting operations especially). We decided to use this as the fulcrum.

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The Idea & Its Execution:

Leak stories about Shreesanth's ardent love for Priyanka Chopra.

(The Agency created a 'telephone conversation' which was passed on to media).

Enhance the plot by introducing another ardent admirer. The TV star Amir Ali, at the height of his popularity for having won a Reality Dance Show. (Reality Shows are big in India)

Amir Ali, too, expresses his temptation for Priyanka in a phone conversation. (Helpfully scripted by the Agency). He goes to greater heights than Shreesanth, even getting himself arrested by the police to prevent himself from doing something stupid. **A curious passer-by happens to record this incident on his mobile and he passes it on to media.**

This is news at its best. A love triangle with a cricketer, a TV actor and a Leading Lady?

Scandalous commentary, breathless reporting, denials and assertions and of course, lots of discussion ensue. Who is best for her? Who will get her?

Shreesanth announces a Press Conference to clarify his stand. His rival comes in there, too, for his side of the story and to press his claim. Chaos. This must be one of the most attended Press Conferences in history. (We exaggerate slightly, but you get the point, don't you?)

At this crucial moment, the men decide on a fight to the finish. Their arena is the dance floor, their weapons are their gyrating bodies. After many rounds, no clear winner emerges.

This is the cue for Priyanka Chopra. She is called upon to choose THE MAN.

BRAND LUX HASN'T YET BEEN MENTIONED. NOT EVEN ONCE.

A distraught Priyanka is grilled at the press-conference.

She claims she is innocent and instead lays the blame for all this on Lux.

Lux is what makes her so tempting, she says.

The penny drops.

Priyanka explains the media hoodwink: *"You guys from the media always float rumours about us. We take it sportingly. So we thought it about time we floated a rumour about ourselves – so please take it sportingly"*

The media takes the whole episode sportingly – despite many of them having been taken for a ride! And give the episode the full barrage of attention.

Yes, Lux is given full credit for having thought of this idea.

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Section 6: Campaign Results and Measurements

What did your campaign accomplish? Describe the most impressive results of the campaign in relation to the objectives set. Tie in your results to the objectives, strategies (creative, media and marketing and communication) and targets. Please cite references and source as evidence to support your results. Haymarket Media reserves the right to check the results data as necessary.

The campaign succeeded way beyond expectations.

First, the PR impact:

199 stories were carried.
32 television features and reports, most of them in the 9pm Prime Time news slots.
Over 5500 web searches.

**THIS WAS WORTH OVER 0.9 MILLION USD.
OR 5 WEEKS MEDIA SPEND.**

Next, the activity pick-up in the brand track. This KPI measures buzz, talkability and recommendations.

“Heard a lot of good things about recently” : **Up 10% (54% in Feb’08 to 64% April’ 08)**

“Have buzz or excitement about them” : **Up 8% (50% in March’08 to 58% April’ 08)**

“Have recently talked with friends about” : **Up 8% (29% in March’08 to 37% April’ 08)**

“People talk a lot about” : **Up 10% (72% in March’08 to 82% April’08)**

“Would recommend to others” : **Up 10% (46% in March’08 to 56% April’08)**

Finally, the impact on the brand:

“Soft and smooth skin” : **Up 12% (49% in Feb’08 to 61% April’ 08)**

“Moisturize better than other brands” : **Up 17% (34% in Feb’08 to 51% April’ 08)**

“Makes you look and feel beautiful” : **Up 12% (57% in March’08 to 68% April’ 08)**

This PR activity delivered results at least double or more of what was expected.

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It reversed the decline in the fortunes of a 78 year old brand, which yet celebrates beauty and youth.

It proved that PR, marketing, advertising and brand building do belong in the same sentence.

And in these recessionary times, it delivered results whose financial impact was equal to FIVE WEEKS of paid media.