

# ADVERTISING AND PR PRODUCTION LAB

## EXPERIMENT NO – 8

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NAME OF THE COMPANY: VINTAGE PERFUMES

### ABOUT THE COMPANY

‘Vintage Perfumes’ is an Indian perfume brand which has a history of 25 years in the perfume field. ‘Vintage Perfumes’ has been making the world smell better one customized scent at a time for more than two decades. Every day, the fragrances we create touch the lives of people around the world. Perfume is an inevitable thing in today’s world. So, throughout these years, we’ve tried our best to captivate the customers with our specialized perfumes. As the name implies, our brand is well known for manufacturing those fragrances which gives a feel of nostalgia. In these 25 years of journey, we’ve made around 13 perfumes. Out of these 13, ten perfumes are still domineering the perfume market.

Our main goal is to spread the fragrance of nature throughout the world. We aim to expand our ‘Vintage Perfume’ into both Arabic states and European countries. And also, our research team is searching for the best ways to produce a perfume which won’t release either CFC or VOC. That means, we are planning to make our company eco-friendlier. Our company’s main objective is to make the ‘Vintage Perfumes’ the world’s first complete CFC or VOC free perfume making company.

The company has 30 outlets in all over India with an annual turnover of 100 million Indian rupees. And we are aiming to make this profit to 150 million by next year. ‘Vintage Perfumes’ has around 50 million happy and satisfied customers. Now, we are welcoming more people to join us and experience the fragrance of nature.

## What is CSR (Corporate Social Responsibility)

Corporate Social Responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives, while at the same time addressing the expectations of shareholders and stakeholders.

## Name of the CSR campaign

### **THE SCENT OF YOUR SOUL**

## Slogan for the campaign

### **REFILL A BOTTLE**

### **REBUILD A LIFE**

## The Motive of the CSR campaign

Our company has two main goals in this CSR activity. One is environmental and other is rural development.

Refilling your perfume bottle is a zero-waste mechanism. By refilling your favorite 'Vintage' perfume bottle, you're helping the environment to be more waste free. And the making of perfume bottles are also harmful to the environment. Comparing to recycling process, refilling is less costly and eco-friendlier. The other good side of refilling is, most of our perfume bottles are ethnic. The customers love our perfumes and it's bottles as well. So why keeping so many of the same bottle? Just refill it. By that you can keep your favorite bottle as long as you can. It won't steal your cupboard's space. You can refill your 'Vintage' perfume bottle dozens of times. Other than environmental, the refill system can reduce the producer responsibility fees up to 60% so it is economical friendly too.

The second aim of "The scent of your soul" is rural development. The money company saving from this campaign will use for the development and education

for the kids from rural areas of India. This campaign is not a single term one. Our company is planning to go with this campaign for a longer period of time. We will help the kids from the rural areas by providing them the necessities for their education and hygienic life.

### Activity Plan

1. **REFILL BOOTHS** - 'Vintage Perfumes' will spend 20 million Indian rupees for this campaign. On the first stage, we will make a CSR campaign team. The team will install 500 refill booths all around India. The customers can put their empty 'Vintage Perfumes' bottle in this booth. When they put their bottle, first they will get a token. There will be a unique code number in that token. By using that number, they can pay the price of their new bottle of perfume by online. If you don't have any online payment method then you need to go to our "Vintage Perfumes" outlet. After paying the bill you need to put the token inside again, then you'll get the refilled 'Vintage' perfume along with a 10% discount in price.
2. **EDUCATE THE KID** – The company will get a total saving of 40 million Indian rupees from this campaign. After starting the refilling system there will be a huge decrease in the production of perfume bottle. From that the company can save up 40 million rupees. From this half of the money will be used to improve the conditions of schools in rural areas. And also 'Vintage Perfumes' will sponsor one student from each area.
3. **HYGIENE IS IMPORTANT** – The rest of the money will be used to improve the hygienic conditions of rural area. The company will build toilets and waste management systems in the deserving areas. And also, our team will conduct a class for rural people about the importance of hygiene.

### The Scent of Your Soul

To promote the campaign, we will mainly use television and social media platforms. For the primary stage, the campaign will last for six months. After analysing the response from the customers, we will either continue the campaign or change the mechanism of campaign.

### Digital ad

# THE SCENT OF YOUR SOUL

REFILL A  
BOTTLE  
REBUILD A  
LIFE

GET 10% OFF IN  
YOUR REFILLING  
BOTTLE



## VINTAGE PERFUMES

[Print ad](#)



### Television ad

Video	Audio
A young woman is entering to her friend's room. Her friend was getting ready to go somewhere.	1 <sup>st</sup> girl – hey, Yaar let's go. We're getting late. 2 <sup>nd</sup> girl – one more minute. The final touch.
The 2 <sup>nd</sup> girl is getting her 'vintage' perfume bottle. But it is empty.	2 <sup>nd</sup> – Yaar can you please put this bottle in my cupboard. By that time, I'll get a new bottle from my perfume set.
The 1 <sup>st</sup> girl opened the cupboard. And she saw a lot of empty 'vintage perfumes' bottles	1 <sup>st</sup> – why are you keeping all these empty bottles in your cupboard. It's waste of space na? 2 <sup>nd</sup> – but what to do? These bottles are too pretty to throw it away.

1 <sup>st</sup> girl took one of the bottles from them and came to her friend.	1 <sup>st</sup> – didn't you hear about the 'Vintage Perfumes' new campaign? 2 <sup>nd</sup> – no? 1 <sup>st</sup> – if your vintage perfume bottle got empty, then you can refill it. It's very simple. 2 <sup>nd</sup> – how?
It is showing the 'Vintage Perfumes' company outlets and the refilling booth and the process.	1 <sup>st</sup> – they are installing 500 refilling booths around India. You just need to go to one of the booths and just put the empty bottle in the booth. Then you'll get a token with a unique code. Just pay the price of the perfume with that code by online. Then put the token again in the booth, then taadaa..you'll get the refilled bottle of perfume.
Again, the girls on the screen	2 <sup>nd</sup> – it's awesome. 1 <sup>st</sup> – not only that, they'll even give you 10% off for your refilled bottle. It's a campaign for environment protection and rural development. If you want to know more about the campaign, go to <a href="http://www.vintageperfumeSOYS.in">www.vintageperfumeSOYS.in</a> website.
The company name and logo appearing on the screen	For more details visit the page. Be a part of our <b>"The Scent of Your Soul"</b> campaign

### Final Quote

Be a part of our campaign, spread the scent of your soul.